



## Alternative Medicine Literature *Buyers*

*This database consists of* individuals with an expressed interest in alternative medicine, having recently purchased literature addressing such varied topics as acupuncture, aromatherapy, homeopathy, naturopathy, among others.

*Sourced from* bookstores' mailing lists, international mail order companies' databases.

### SEGMENTS

609,911	Mailing List	\$190/M
561,118	Telemarketing List	\$190/M
274,460	Fax List	\$190/M
152,478	Email List	\$190/M

### GEOGRAPHY

Worldwide

### MINIMUM ORDER

Quantity: 5,000

### METHOD OF ADDRESSING

Email Delivery *FREE of charge to mail house*  
Floppy disc 15.00/F each  
CD-ROM 50.00/F each  
Labels 15.00 / M  
Courier charges: at cost, Key Coding available

### RECOMMENDED USAGE

Health and Longevity Products and Services - New Age Literature

### SELECTS

Geography, Job Function / Title, SIC, Monthly Income, Gender, Language  
Address: private / business, Recency, Favorite Topic

All Selects: *FREE of charge*

### UPDATE FREQUENCY

Every 3 months

### DELIVERY

48 hours

### COMMISSION

Broker: 20%  
Agency: 15%

### UNIT OF SALE

n/a

### SAMPLE REQUIRED