



Chi's Concept *Believers*

This database consists of individuals who purchase materials (literature, video, etc.) on the principles and applications of Chi believes, for the attainment of a longer, happier, more successful life.

Sourced from mailing lists of specialty book stores, book clubs, and mail order companies' databases.

SEGMENTS

415,529	Mailing List	\$190/M
382,286	Telemarketing List	\$190/M
186,988	Fax List	\$190/M
103,882	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 -
Lotteries and Sweepstakes - New Age Literature -
Personal Investment, Insurance, Other Financial
Services - Sports Equipment

SELECTS

Geography, Job Function / Title, SIC, Monthly Income, Gender, Language
Address: private / business, Recency, Number of books purchased

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