

## Arthritis Advisor

Arthritis Advisor is a monthly newsletter that provides the latest information and treatment alternatives from The Cleveland Clinic for people suffering from chronic arthritis, hip, back, knee and joint pain. The newsletter is written in an easy-to-read format and covers topics such as Hand Health, Pain Management, Fitness, Surgery, and prior issues resource information directory. The newsletter provides a wealth of information for those with bone and joint ailments.

<b>Gender:</b> 59% Female/35% Male	<b>Source:</b> 100% Direct Mail
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### Counts and Rates:

74,233	Total Universe	\$110/M
74,233	Active Subscribers	\$110/M
18,801	3 Mo Hotline	+\$10/M
34,156	6 Mo Hotline	+\$5/M
13,485	6 Mo Expires	\$80/M
	Catalog Rate	\$80/M
	Fundraising Rate	\$85/M

### DEMOGRAPHICS:

Avg. Age: 50  
 Avg. HH Income: \$55k

UNIT OF SALE: \$20 - \$39 / yr - 12 issues

### Selections:

1 Mo Hotline	\$15/M
3 Mo Hotline	\$10/M
6 Mo Hotline	\$5/M
State/Zip/SCF	\$10M
Gender	\$8/M
Paid	\$8/M
Net Name (50M or more)	85/8

### Addressing (flat fee):

FTP/Email \$60/F

Minimum Order: 7,500

### Details:

20% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

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Please send list clearances & orders to:  
[orders@AudienceFirstMedia.com](mailto:orders@AudienceFirstMedia.com)

All processed orders cancelled before mail date will incur a \$100 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.