



(Updated 8/2023)

## Belvoir Health Subscriber Database

Published by Belvoir Media Group, LLC. The Belvoir Health Subscriber Database are subscribers of Belvoir Media Group, Harvard Health Publications and Tufts University Health & Nutrition. These subscribers are health-conscious mature men and women who rely on a variety of health newsletters to keep them informed with straight talk on the medical headlines, the latest news on medical procedures, treatments, alternative medicine, and overall advice on a healthier being. Reach direct mail-responsive, health-conscious men and women with an average age of 55 and an average HHI of \$65k. These subscribers respond to a variety of offers including catalog, publishing, investment, credit, insurance and more.

Titles include from Belvoir Media Group Arthritis Advisor, Environmental Nutrition, Focus on Health Aging, Healthy Years, Heart Advisor, Men’s Health Advisor, Mind, Mood, and Memory and Women’s Health Advisor, Harvard Health Letter, Harvard Heart Letter, Harvard Men’s Health Watch and Tufts University Health and Nutrition Newsletter.

This Health Subscriber Database has been enhanced with premium lifestyle and demographic data for precise targeting.

<b>Gender:</b> 40% Female/30% Male	<b>Source:</b> 100% Direct Mail
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### Counts and Rates:

800,000	Total Universe	\$110/M
800,000	Active Subscribers	\$110/M
	6 Mo Hotline	+\$5/M
	3 Mo Hotline	+\$10/M
	1 Mo Hotline	+\$15/M
	Expires	\$80/M
	Catalog Rate	\$80/M
	Fundraising Rate	\$85/M

### Selections:

6 Mo Hotline	\$5/M
3 Mo Hotline	\$10/M
1 Mo Hotline	\$15/M
State/SCF/ZIP	\$8/M
Gender	\$8/M
Paid	\$10/M
Lifestyle/Demographics	\$18/M

### Addressing (flat fee):

FTP/Email	\$60/F
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Minimum Order: 17,500

### Details:

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

Contact:  
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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.