

(Updated 8/2023)

Belvoir Health Wiland Modeling Masterfile

Wiland members can apply their models to the Belvoir Health Newsletter Masterfile names allowing them to reach their ideal target audience. Names will be delivered net of the mailer's house file providing incremental names to be applied in the merge. This is a great way for nonprofit, fundraising and catalogers to tap into these responsive consumers.

Gender: 50% Female/34% Male	Source: 100% Direct Mail
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Counts and Rates:

366,000	Total Universe	\$110/M
366,000	Active Subscribers	\$110/M
	Catalog Rate	\$80/M
	Fundraising Rate	\$85/M
	Wiland Modeled Scoring Fee	+\$35/M
	(Min. Scoring Fee \$300/F)	

These subscribers are health-conscious mature men and women who rely on the Belvoir health newsletters to keep them informed with straight talk on the medical headlines, latest news on medical procedures, treatments, alternative medicine and overall advice on healthier being. Reach direct mail responsive, health-conscious men and women with an average age of 50 and an average HHI of \$55k. Sold with envelope format packages, strong copy and bill-me offers, the Belvoir Health Newsletters are known for high response. These subscribers are ideal prospects for fundraising, health & fitness, supplements, catalog, self improvement, travel and book offers.

DEMOGRAPHICS:
Average HHI \$55,000
Median Age 50

UNIT OF SALE: \$20-\$29.00

Selections:

Gender	\$5/M
Net Name (50M or more)	85/8

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:
Monique Adams, List Manager
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Please send list clearances & orders to:
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.