

## Environmental Nutrition

Environmental Nutrition Newsletter is the newsletter of Food, Nutrition and Health. The readers of Environmental Nutritional Newsletter seek to live longer, healthier lives by eating right and taking the advise from one of the most trusted and practical nutritional advisory in America. The readers subscribe to this monthly newsletter to get vital information on nutritional guidelines, organic foods, diets, alternative medicines, health supplements and fitness. Each issue contains as mas as 15 articles about cutting edge reports to provide readers with bottom line guidance on "miracle" health supplements, food safety, nutritional updates and foods that can reduce health risks such as heart disease, diabetes and cancer.

|                                       |                                    |
|---------------------------------------|------------------------------------|
| <b>Gender:</b><br>58% Female/30% Male | <b>Source:</b><br>100% Direct Mail |
|---------------------------------------|------------------------------------|

### Counts and Rates:

|        |                    |         |
|--------|--------------------|---------|
| 43,956 | Total Universe     | \$110/M |
| 43,956 | Active Subscribers | \$110/M |
| 10,746 | 3 Mo Hotline       | +\$10/M |
| 17,740 | 6 Mo Hotline       | +\$5/M  |
| 7,615  | 6 Mo Expires       | \$80/M  |
|        | Catalog Rate       | \$80/M  |
|        | Fundraising Rate   | \$85/M  |

### DEMOGRAPHICS:

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

### Selections:

|               |        |
|---------------|--------|
| 1 Mo Hotline  | \$15/M |
| 3 Mo Hotline  | \$10/M |
| 6 Mo Hotline  | \$5/M  |
| State/Zip/SCF | \$8/M  |
| Gender        | \$8/M  |
| Paid          | \$10/M |

### 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.

### Contact:

Monique Adams, List Manager  
 E-mail: [MoAdams@wearemoore.com](mailto:MoAdams@wearemoore.com)

Linda Amaral, Sales  
 Phone: (410) 721-5700 Ext. 2330  
 E-mail: [lamaral@wearemoore.com](mailto:lamaral@wearemoore.com)

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.