



(Updated 8/2023)

Harvard Health – Wiland Direct Modeling Masterfile

Wiland Direct members can apply their models to the Harvard Health Publications 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 nonprofits, fundraising and catalogers to tap into these responsive consumers.

Gender: 47% Female/37% Male	Source: 100% Direct Mail
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Counts and Rates:

258,368	Total Universe	\$110/M
258,368	Active Subscribers	\$110/M
	Catalog Rate	\$80/M
	Fundraising Rate	\$85/M
	Wiland Modeled Scoring Fee	+\$35/M
	(Min. Scoring Fee \$500/F)	

This masterfile includes Harvard Health Letter, Harvard Heart Letter, Harvard Men's Health Watch, Harvard Women's Health Watch, and Harvard Special Reports.

These subscribers are health-conscious mature men and women who rely on the Harvard 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 a healthier being. Reach direct mail responsive, health-conscious men and women with an average age of 55 and an average household income of \$50k.

Selections:

Wiland Scoring Fee	\$35/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:
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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.