



(Updated 8/2023)

Harvard Heart Letter

Published by Harvard Medical School, Harvard Heart Letter is a monthly newsletter that gives inside information and advice on the prevention and treatment of heart disease. The newsletter provides its readers with authoritative information on cardiac health, research studies, new treatments, medications, preventive measures and more. This newsletter has been published for 15 years and contains subscribers that are mature individuals who want to live longer, healthier vital lives. The successful users of this file proves these subscribers to be direct mail responsive to a variety of offers.

| | |
|---------------------------------------|------------------------------------|
| Gender: 36% Female/46% Male | Source: 100% Direct Mail |
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Counts and Rates:

| | | |
|--------|--------------------|---------|
| 52,733 | Total Universe | \$110/M |
| 52,733 | Active Subscribers | \$110/M |
| 12,192 | 3 Mo Hotline | +\$10/M |
| 25,512 | 6 Mo Hotline | +\$5/M |
| 25,337 | Expires | \$80/M |
| | Catalog Rate | \$80/M |
| | Fundraising Rate | \$85/M |

Selections:

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|--------------------|--------|
| 3 Mo Hotline | \$10/M |
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| State/Zip/SCF | \$8/M |
| Gender | \$8/M |
| Paid | \$10/M |
| Net Name (50M Min) | @85/8 |

Addressing (flat fee):

| | |
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| FTP/Email | \$60/F |
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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:
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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.