





(Updated 8/2023)

Harvard Special Health Reports

Purchasers to Harvard Health Publications Special Reports are receiving detailed 30-50 page reports that deliver practical information on diagnosis, treatment, and prevention of major health concerns in clear easy-to-understand language. These special reports provide an unprecedented depth of information complete with illustrations, charts and graphs.

Gender: Source:

46% Female/39% Male 100% Direct Mail

Counts and Rates:

868,585	Total Universe	\$145/M
868,585	Active Buyers	\$145/M
73,961	Last 12 Mo Buyers	\$145/M
129,358	Last 24 Mo Buyers	\$145/M
	Competitive Rate	+\$15/M
	Fundraising Rate	\$85/M

Selections:

1 Mo Hotline	\$20/M
3 Mo Hotline	\$15/M
6 Mo Hotline	\$10/M
State/Zip/SCF	\$8/M
Gender	\$8/M
Net Name (50M Min)	@85/8

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

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

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.