

(Updated 8/2023)

## Health Newsletter Canadian Masterfile from Belvoir Media Group

The Canadian Health Newsletter Masterfile are subscribers of Belvoir Media Group, LLC., health-related newsletters that reside in Canada. This masterfile includes: Heart Advisor, Women's Health Advisor, Focus on Healthy Aging, Mind Mood & Memory, Men's Health Advisor and Arthritis Advisor. 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 a healthier-being. Reach direct mail responsive, health-conscious men and women with an average age of 50 and an average HHI of \$55k. These subscribers are ideal prospects for fundraising, health & fitness, supplements, catalog, self improvement, travel and book offers.

<b>Gender:</b> 46% Female/24% Male	<b>Source:</b> 100% Direct Mail
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### Counts and Rates:

10,028	Total Universe	\$145/M
10,028	Active Subscribers	\$145/M
323	Arthritis Advisor	+\$5/M
177	Environmental Nutrition	+\$5/M
326	Focus on Health Aging	+\$5/M
205	Heart Advisor	+\$5/M
147	Men's Health Advisor	+\$5/M
265	Women's Health Advisor	+\$5/M
271	Mind, Mood & Memory	+\$5/M
	Expires	\$95/M
	Fundraising Rate	\$100/M

### DEMOGRAPHICS:

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

### Selections:

Gender	\$8/M
Postal Code, Province, FSA	\$10/M

### Addressing (flat fee):

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.

### 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.