

Heart Advisor

Heart Advisor is a monthly newsletter from Cleveland Clinic providing its readers with information, breakthroughs and advice concerning heart and cardiac care. Readers subscribing to the Heart Advisor Newsletter are interested in ways to slow, stop or even reverse factors that contribute to coronary artery disease. Each informative issue discusses issues concerning blood pressure, sleep, fitness, diet/supplements, medical procedures and more. Readers are direct mail responsive, well-educated, health-conscious men and women with an average age of 65 and an average HHI \$55k.

Gender:	Source:
30% Female/60% Male	100% Direct Mail

Counts and Rates:

36,454	Total Universe	\$110/M
36,454	Active Subscribers	\$110/M
12,249	3 Mo Hotline	+\$10/M
21,838	6 Mo Hotline	+\$5/M
5,493	6 Mo Expires	\$80/M
	Catalog Rate	\$80/M
	Fundraising Rate	\$85/M

Selections:

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

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.