

Men's Health Advisor

Men's Health Advisor, a Belvoir Media Group publication, is a monthly newsletter from The Cleveland Clinic that discusses important information concerning health issues specific to men. This newsletter touches on medicine, early warning symptoms, the latest procedures and advice for the mature male audience. Reach direct mail responsive, well-educated, health-conscious men with an average age of 50 and an average HHI of \$55k. These male subscribers are ideal prospects for fundraising, health & fitness, supplement, financial, catalog, subscriptions and self improvement offers.

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|----------------------------|------------------------------------|
| Gender: 99% Male | Source: 100% Direct Mail |
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Counts and Rates:

| | | |
|--------|--------------------|---------|
| 28,912 | Total Universe | \$110/M |
| 28,912 | Active Subscribers | \$110/M |
| 4,355 | 3 Mo Hotline | +\$10/M |
| 12,935 | 6 Mo Hotline | +\$5/M |
| 3,384 | 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):

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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:
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.