

Tufts University Health & Nutrition Letter

Tufts University Health & Nutrition Letter covers a variety of health issues ranging from food & fitness to disease prevention to just living a longer, healthier life. The newsletter, now in its 25th year, offers clear & insightful health information to the everyday, health-conscious individual. It covers topics such as food, exercise, weight control, aging, vitality, sex, disease prevention & more. These affluent, well-educated subscribers are avid readers and proven direct mail responders.

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71% Female/29% Male	100% Direct Mail

Counts and Rates:

72,729	Total Universe	\$110/M
72,729	Active Subscribers	\$110/M
20,176	3 Mo Hotline	+\$10/M
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Gender	\$8/M
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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.

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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.