

UCLA Healthy Years

Published by the Belvoir Media Group, LLC., Healthy Years is a newsletter from the UCLA Division of Geriatrics. This reader-friendly newsletter provides reliable, trustworthy information to men and women over the age of 65 with ways to live a healthier active lifestyle. Healthy Years provides their readers with alternative exercise, the latest medical procedures, choosing a nursing home, nutritional information and advice on changing lifestyles for seniors. Reach direct mail responsive, health-conscious seniors with an average age of 55 and an average income of \$55k. These seniors are ideal prospects for fundraising, subscriptions, health & fitness, catalog, supplements, self-improvement, travel and book offers.

Gender: 55% Female/42% Male	Source: 100% Direct Mail
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Counts and Rates:

47,400	Total Universe	\$110/M
47,400	Active Subscribers	\$110/M
17,411	3 Mo Hotline	+\$10/M
23,259	6 Mo Hotline	+\$5/M
5,806	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
Net Name (Min 50M)	@85/8

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:
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.