

Women's Health Advisor

Women's Health Advisor is a monthly newsletter from The Center for Women's Healthcare at Cornell University Medical College, published by Belvoir Media Group LLC. This reader-friendly newsletter is written for the health-conscious woman, providing reliable, trustworthy information on health related topics such as new medicines and latest procedures specific to women over 40, helping them make informed health decisions. Each issue covers topics such as heart attack prevention, breast cancer detection, the HRT controversy, diet and exercise recommendations, ways to prevent osteoarthritis, lower cholesterol and less stress. The newsletter reaches direct mail responsive, health-conscious women with an average age of 50 and an average HHI of \$55k.

Gender:
92% Female

Source:
100% Direct Mail

Counts and Rates:

| | | |
|--------|--------------------|---------|
| 23,490 | Total Universe | \$110/M |
| 23,490 | Active Subscribers | \$110/M |
| 6,526 | 3 Mo Hotline | +\$10/M |
| 9,922 | 6 Mo Hotline | +\$5/M |
| 5,280 | 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.

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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.