

Reach American Healthy Eating and Nutrition Enthusiasts



The American Healthy Eating and Nutrition Enthusiasts file is comprised of families and individuals who make healthy choices for themselves as well as for their families.

Segments	Price
Email	\$80.00 /M
Postal	\$80.00 /M
SMS/Mobile	\$150.00 /M
Multi Channel (Email & Postal)	\$120.00 /M
Multi Channel (Email & SMS/Mobile)	\$225.00 /M

Description

The **American Healthy Eating and Nutrition Enthusiasts File** is comprised of families and individuals who make healthy choices for themselves as well as for their families. These consumers make the conscious effort to select healthy grocery items and are purchasers of products that include organic selections, dietary items, fresh fruits and vegetables, whole grain and organic products, low fat and trans fat free items, and other related healthy choices. Due to the emphasis that these prospects place on their healthy lifestyle and eating habits, they are highly responsive to grocery offers pertaining to recipes, coupons, nutritional information, the newest healthy and organic products and grocery membership clubs for increased savings of their health conscious purchases.

Health-related selects include: Vegetarian, Organic, Weight Loss, Primary Household Grocery Shopper, Vitamins and Supplements and Healthy Cooking.

Demographic selects include: Age, Gender, Marital Status, Number of Children, Ages of Children, Income, Ethnicity and Homeowner, in addition to a full range of income and lifestyle selects.

Contact Us For More Information

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ID Number	313765
Universe	16,875,221
List Type	Consumer
Source	Internet Opt-in e-mail
Permission Level	Confirmed Opt-in
List Maintenance	
Market entry	09/28/2011
Counts through	02/08/2013

Selects

Age	No charge
Age of Child	No charge
Ethnicity	No charge
Gender	No charge
Health	No charge
Homeowner	No charge
Income	No charge
Lifestyle Interest	No charge
Marital Status	No charge
Monthly Hotline	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge

Geography

Domestic (US)

Addressing

ADDITIONAL CREATIVE	250.00 /F
EMAIL PERSONALIZATION	10.00 /M
EMAIL TESTING	No charge
EMAIL TRACKING	No charge
EMAIL TRANSMISSION	No charge
IMAGE HOSTING	No charge
POSTAL FILE DELIVERY	25.00 /F
RUN CHARGE	10.00 /M
SUPPRESSION FEE LESS THAN 250K NAMES -	300.00 /F
SUPPRESSION FEE MORE THAN 250K NAMES -	500.00 /F

> Targeted, Effective Results!
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