

## Reach Active Dieting & Weight Loss Subscribers



Reach consumers that are actively interested in Dieting & Weight Loss information and products.

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 **Active Dieting & Weight Loss Subscribers** file consists of subscribers with an interest in receiving information about Dieting, Health, Fitness, Nutrition, and Weight Loss.

These individuals are searching for ways to lose weight to improve their appearance and overall health. These weight conscious individuals realize the benefits of getting in shape and the importance of living a healthy lifestyle.

#### PROFILE:

- 82% Female
- 18% Male
- Average Age: 40
- Average Income: \$45K

Suggested Usage includes diet books, exercise equipment, gym memberships, nutritional products, vitamin supplements, weight loss programs, sports equipment, exercise clothing, magazine subscriptions, and much more.

### Contact Us For More Information

Phone: 1.888.805.DATA (3282)  
Email: [info@eTargetMedia.com](mailto:info@eTargetMedia.com)  
Web: [www.eTargetMedia.com](http://www.eTargetMedia.com)

<b>ID Number</b>	223602
<b>Universe</b>	15,597,622
<b>List Type</b>	Consumer
<b>Source</b>	Internet Opt-in e-mail
<b>Permission Level</b>	Confirmed Opt-in
<b>List Maintenance</b>	
Market entry	12/24/2007
Counts through	01/18/2013
<b>Selects</b>	
Gender	No charge
Income	No charge
Monthly Hotline	No charge
Presence of Children	No charge
SCF	No charge
State	No charge
Zip Code	No charge
<b>Geography</b>	Domestic (US)
<b>Addressing</b>	
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!**  
Targeted, Effective Results!

