

## Reach Spa and Massage Enthusiasts



The Avid Spa and Therapeutic Massage Enthusiasts file is comprised of individuals who enjoy the relaxing experience, as well as the health and beauty benefits, of spa services.

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 Avid Spa and Therapeutic Massage Enthusiasts file is comprised of individuals who enjoy the relaxing experience, as well as the health and beauty benefits of spa services. These individuals enjoy the serenity of the spa environment with services such as facials, massage, aromatherapy, body wraps and treatments, as well as enjoy the sauna and fitness offerings such as yoga and Pilates.

The file covers a wide variety of demographics that span various age, ethnic and income ranges of men and women who visit the spa to feel refreshed and revitalized. In addition to frequent spa visitors, the file also contains online spa gift certificate buyers as well as travelers who enjoy the spa at their hotels while traveling for business or leisure.

**PROFILE:**  
 82% Female  
 18% Male  
 Average Age: 43  
 Average Income: \$72K

**Suggested Usage:** Spa Promotions and coupons, Beauty Product Offers, anti-aging and rejuvenation products, spa travel packages and promotions, books, magazine subscriptions and much more.

### Contact Us For More Information

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<b>ID Number</b>	288915
<b>Universe</b>	3,377,553
<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	06/04/2010
Counts through	01/18/2013
<b>Selects</b>	
Age	No charge
Gender	No charge
Homeowner	No charge
Income	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
<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!  
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