

# Active Dieters Mailing List



Direct Marketing Solutions

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**Total Universe: 39,753,500**

**Base Rate: \$65.00/M**

## Description Summary

This Active Dieters Mailing List has over 28 million people who are on the path to their goal weight. These prospects have a huge interest in personal health and weight-loss. These individuals find weight-loss to be a lifestyle, rather than just a diet. Their lives revolve around products and services that help them to be the healthiest they can possibly be. People in the process of losing weight are willing to spend their money on products and services that are beneficial to them and their health.

## How Our Data Is Compiled

Our Active Dieters Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. The list is also CASS certified to ensure further accuracy.

## Consider The Facts

- Compared to every country in the world, America has the highest obesity rate
- The most common New Year's Resolution is to lose weight

## Recommended Usage

Our Active Dieters Database can be used to contact individuals about weight loss programs or services. In addition, it can be used for an array of different types of products and services such as apparel, beauty, cable and internet services, collectibles and gifts, computing, credit cards, dating services, entertainment, financial, investments, mortgages, sweepstakes, tax services, and travel.

### Market Type

U.S. Consumer

### List Channels

Postal, Email & Telemarketing

### Source

Compiled, Self-Reported

### Update Cycle

Monthly

### Minimum Order

Quantity: 5,000

Price: \$325.00

### Net Name

Floor: 85%

Minimum Quantity: 25,000

Run Charges: \$10.00 / M

### Exchanges

Please Inquire

### Reuse

Please Inquire

### Cancellation Charges

Please Inquire

### Sample Mail Piece Required

Please Inquire

### Commission

Standard 20% broker/agency commission is extended to all trade partners

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography

Ethnicity  
Marital Status  
Presence of Children

Buying Habits  
Hobbies

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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