

# Back, Neck, and Shoulder Pain Sufferers Mailing List

**Total Universe: 1,518,400**  
**Base Rate: \$65.00/M**

## Description Summary

Individuals suffering from back, neck, and shoulder pain come in all ages, shapes, and sizes. This direct marketing list targets people who are dealing with these ailments and are looking or have looked for ways to alleviate their pain and live more comfortably. This list allows you to connect with these sufferers - your practice or product could be the remedy they have been searching for. This database contains accurate information from multiple sources that identify people who are suffering specifically from back, neck, and shoulder pain.

## How Our Data Is Compiled

Our Back, Neck, and Shoulder Pain Sufferers 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

- Americans spend at least \$50 billion each year on back pain
- 80% of people over the age of 30 will experience back problems at some point in their lives

## Recommended Usage

The Back, Neck, and Shoulder Pain Sufferers mailing list would benefit a variety of businesses, such as chiropractic offices, medical device companies and manufacturers, acupuncturists, health-related magazines and subscriptions, and many more.

### 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

### Sample Mail Piece Required

Please Inquire

### Cancellation Charges

Please Inquire

### Commission

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

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography

Ailment  
Occupation  
Insurance

Income  
Buying Habits  
Lifestyle

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