



# Body-Trim

## Diet & Nutrition

87,009 12 Month Buyers \$95/M  
24,049 Quarterly Hotline \$105/M  
**Fundraising Rate** \$75/M

**PROFILE:** Reach highly motivated weight and nutrition conscious consumers who have bought a variety of Body-Trim's diet and nutritional products via direct mail. These include diet supplements, health and nutrition programs, protein supplements and dietary nutritional products such as vitamins and minerals designed to maximize metabolic rate, reduce appetite and burn fat.

These avid dieters and health conscious consumers are right now actively seeking ways to reduce their weight and improve their health and have above average discretionary money to spend on products that will help them meet their goals. They are proven buyers of weight loss and nutritional products (72% are multi buyers) and have paid \$39.00 - \$159.00 using a major credit card for their direct mail purchase.

- ▶ Age range 30-55
- ▶ H/H income \$80,000+
- ▶ 65% Female
- ▶ Unit of sale \$39.00 - \$159.00

**RECOMMENDED USAGE:**

Vitamin Health Catalogs	Fund Raising
Self Improvement	Credit Card Offers
Travel	Consumer Publications
Upscale Gift Catalogs	Health Publications
Home furnishings	Diet & Weight Loss

**UNIT OF SALE:** \$39.00 - \$159.00

**SOURCE:** Direct Mail

**ZIP+4 and NCOA'd cleaned quarterly**

**UNIT OF SALE:**  
\$39.00 - \$159.00

**MINIMUM TEST**  
5000

**MAINT:**  
Cheshire Labels, - N/C  
Floppy Disc \$15.00  
CD-Rom: \$25.00  
P/S Labels: \$10.00/M  
E-mail/Modem: \$15.00

**SELECTS:**  
100% Zip Sequence  
State, SCF \$ 5.00/M  
Keying N/C  
Run Charges \$10.00/M  
Phones \$10.00/M  
Age \$ 5.00/M  
Gender \$ 5.00/M

**List Information**  
**Contact:**  
**Global Direct**  
**Tel: (561) 533-6691**  
**eFax:(561) 533-6691**  
**Email: inquire@**  
**globaldirectlists.com**

NEW MAILER REQUIRED TO PRE-PAY ON FIRST ORDER

MINIMUM ORDER: 5,000 2 SMP REQUIRED. 20% COMMISSION TO RECOGNIZED BROKERS. ORDERS CANCELLED AFTER MAIL DATE REQUIRE PAYMENT IN FULL.

ALL CANCELLED ORDERS WILL BE BILLED AT A FLAT FEE OF \$50 IN ADDITION TO, APPLICABLE, RUN CHARGES OF \$10/M AND SELECTION, TAPE AND SHIPPING CHARGES.

CARD# BT1



**GLOBAL DIRECT MARKETING, INC.**

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