



"Your Direct Marketing Professionals"

Affordable Ailments & Medication Responders From KM Lists

----- **UPDATED** -----

January 9, 2010
Data Verified: January 9, 2010

----- **SELECTIONS WITH COUNTS** -----

Counts Thru: Dec 2009

Minimum order 5,000 records.

Selections	Counts	Price per/M
Postal	55,455,211	\$150.00

----- **OTHER SELECTIONS** -----

Selections	Rate	Per	Unit
Age of Children	\$5.00	M	extra
Computer Owner	\$5.00	M	extra
Credit Card Buyers	\$5.00	M	extra
Donor	\$5.00	M	extra
Ethnicity	\$5.00	M	extra
Lifestyle Select	\$5.00	M	extra
Marital Status	\$5.00	M	extra
SCF	\$5.00	M	extra
State	\$5.00	M	extra
Zip	\$5.00	M	extra

----- **PERSONNEL** -----

List Manager

KM Lists
9004C Lincoln Drive West
Marlton, NJ 08053
Phone: 800-635-5833
Fax: 856-988-6662
URL: <http://www.kmlists.com>

Contact	Title	Phone	Fax	E-mail
Pam Holden	VP	800-635-5833	856-988-6662	pam.holden@kmlists.com
		Ext. 11	2	

----- **SUMMARY DESCRIPTION** -----

Health ailments & medication responders.

----- **DATACARD DESCRIPTION** -----

WHO SUFFERS FROM ACID REFLUX, CHRONIC FATIGUE SYNDROME, OR GOUT? WHO HAS COPD, MIGRAINES, OR SLEEP APNEA? WHO TAKES ALLEGRA, ZOCOR, OR INSULIN? MILLIONS OF AMERICANS DO, AND WE HAVE THEM. OUR HEALTH AILMENTS FILE HAS ALL THE DATA YOU NEED TO REACH THOSE AMERICANS AND THEIR FAMILIES WHO HAVE SPECIFIC HEALTH CONCERNS. WITH A CONSUMER DATABASE OF MORE THAN 55 MILLION CONSUMERS AND MORE THAN 7,000 SELECTABLE DATA POINTS TO CHOOSE FROM, THIS SELF-REPORTED DATA PINPOINTS PROJECTED PURCHASED BY CONSUMERS, PROVIDING A HIGHLY RESPONSIVE FILE. WE HAVE THE INDUSTRY'S LARGEST AND MOST COMPREHENSIVE CONSUMER DATABASE OF SELF-REPORTED ONLINE DATA, COMPILED FROM THREE RELIABLE SOURCES INCLUDING ONLINE SURVEYS, DIRECT RESPONSE E-MAIL MARKETING AND CONSUMERS VISITING WEBSITES.

----- **LIST SOURCE** -----

Source	Note
Compiled	Lifestyle Questionnaire

----- **METHOD OF ADDRESSING** -----

Available Media	Rate	Per Unit	Note
CD-ROM	\$50.00	fee	

Diskette	\$50.00	fee
E-mail	\$50.00	fee
FTP	\$50.00	fee

----- **RESTRICTIONS** -----

Sample mailing piece required.

----- **UPDATE SCHEDULE** -----

Updated daily. NCOA. CASS certified.