

Healthbase UK

Buyers of Health Products



Health Base

	140,000
	60,000
	35,000

Healthbase UK sell a range of health related products which help to relieve a number of common ailments. Products are purchased via their catalogue and online, most customers have bought 2 or more products with each order spending on average between £30 and £50. This is a very responsive mail order file that boasts excellent recency and monthly list updates.

PROFILE

65% Female and 35% Male. 70% are aged between 55-65 years, with 90% of the file aged 50+. 60% are married and retired over 65% regularly pay by credit card 88% are homeowners, 75% own a car 81% have a household income of £20k+.

Users can select by ailment:

0-12 month Rumaton/Magnetic Product Buyers =	16,000
0-12 month Back Pain Product Buyers =	32,000
0-12 month Diabetes Product Buyers =	26,000
0-12 month Hearing Product Buyers =	45,000
0-12 month Sight Product Buyers =	22,000
0-12 month Joint Ease Product Buyers =	26,000
0-12 month Slimming Product Buyers =	19,000
0-12 month Anti Aging Product Buyers =	16,000
0-12 month Vitamin/Supplement Product Buyers =	38,000

Previous use of this database includes; health offers, mail order catalogues, charities, mobility products, health insurance offers, book clubs and travel.

Rental Rates:

Postal Base Rental	£105 /000
Email Base Rental	£55 /000

Production Charges

Run on Charge	£10/000
E-Mail Delivery	£45
E-Mail Broadcast	£15 /000

Selections:

Gender	£10/000
Recency	£10/000
Geography	£10/000
Product	£10/000
Multibuyers	£10/000
Credit Card	£10/000
Order Value	£10/000

Minimum Order

5,000 records available for one time rental only unless otherwise agreed
All rentals are seeded.
Mailing piece required prior to ordering data.

List Warranty No: 003263



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