

# Merit Shop for Pain Relief

## Mail Order Buyers of Health Products



Postal 55,583  




These are mature, health product buyers who have bought hearing amplifiers, TENS machines, electro-acupuncture devices and other pain relief solutions.

Established in 2000 Merit has built up a loyal database of consumers through successful recruitment in display and classified advertising, as well as inserts in national newspapers and magazines.

These are affluent consumers who regularly shop by credit card and the average order value is in excess of £30.

Customers are 57% female, 43% male, 85% home and 80% car ownership and 52% of customers are over the age of 65.

These customers are very responsive to health related offers.

The Merit database is updated monthly and is cleaned against PAF, MPS, GAS and Deceased suppression files.

Merit and Novasonic are both owned by Blair Prospects and the profiles are identical. As a result both lists are usually ordered together in order to increase the mailable contacts.

### Rental Rates:

Base Rental £105 /000

### Selections:

Recency £10 /000  
Gender £10 /000  
Payment Method £10 /000  
Order Value £10 /000  
Geography £10 /000

### Production Charges

Run-On Charge £10 /000  
Mailsort £5 /000  
E-Mail Delivery £45  
CD Rom £45

### Minimum Order

5,000 records, available for one time rental only unless otherwise agreed.  
All rentals are seeded  
Sample mailing piece required prior to ordering.  
List Warranty: 002787

