

# Novasonic Health

## Buyers of Tens Machines for rheumatic pain



Postal

28,223



NovaSonic provide a range of health products designed to provide relief from many ailments that affect most of us at some stage in our life such as Lumbago, Rheumatism and Arthritis.

Consumers have the opportunity to treat themselves in the comfort of their own home with medically approved and drug free pain relief products.

The list provides advertisers with access to an affluent and mature audience of proven direct mail buyers. The majority of customers have bought a top quality intrasonic massager costing between £80 and £120.

The profile is 50% female, 50% male, 52% of customers are aged 65+ and 49% are retired. 90% home and 85% car ownership, household income is higher than average for this age group.

The owners of Novasonic also own a company called Merit who also sell like minded products, most people who use this database also use Merit, please see the Merit data card for further details.

### Rental Rates:

Base Rental £105 /000

### Selections:

Recency £10 /000

Gender £10 /000

Geography £10 /000

Multi Buyers £10 /000

Order Value £10 /000

Product £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