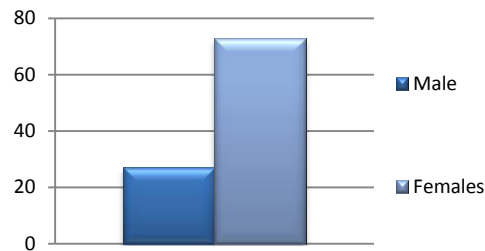
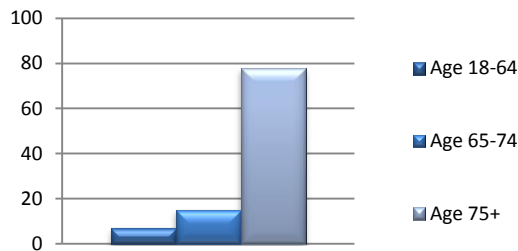


HEALTHY LIVING DIRECT

0-12 month postal: 171,455

Established for several years, Healthy Living Direct is a leading mail order catalogue selling a wide range of items from health and beauty products, gadgets and household aids to comfort clothing and hosiery. Customers have been recruited via inserts, and off the page advertising, as well as catalogue mailings. The average order vale is £25, the products range from £2 to £200. There are a high percentage of multi-buyers, making the data particularly responsive.



Profile, Interests and Lifestyle

- 100% mail order buyers.
- 69% homeowners.
- 45% read the Mail or Mirror.
- 64% retired.
- 21% have a will.
- 63% married.
- 40% have an income of £15k+.
- 31% support health related charities.

Rental Rates

| | | |
|-----------------------|------|------|
| 0-30 day postal | £120 | /000 |
| Postal data | £105 | /000 |
| Charity rate discount | £10 | /000 |
| Gender | £5 | /000 |
| Geography | £5 | /000 |
| Recency | £10 | /000 |
| Payment method | £10 | /000 |
| Multi-buyers | £15 | /000 |
| Age | £15 | /000 |
| Production fixed | £50 | |

Terms & Conditions

Sample mail piece required
 Rates for one time usage only
 Minimum order 5,000 records
 All costs exclude VAT

