

Health Insurance Platinum Responders

Average Monthly Hotline	80,047	\$110/M
Total File	1,381,107	\$110/M

Overview

These individuals have expressed their current interest in exploring basic or supplementary health insurance options, including basic health insurance, Medicare Advantage, or Medicare Supplement insurance products.

They have proactively completed a form seeking further information on discounted health, medical, and wellness products, indicating either a lack of current medical insurance coverage or an active search for a new provider.

Through their participation, these consumers have shown a readiness to investigate discounted mail-order health and wellness items, supplements, creams, and other medical products and services, such as walk-in bathtubs. Additionally, they are likely to respond positively to continuity programs, insurance offers, catalogs offering credit merchandise, and other related promotions.

This audience is particularly suitable for shopping clubs, discount pharmacy cards, health and medical-related catalogs and magazines, life insurance, secured and subprime credit options, internet services, legal and financial services, health insurance, home equity loans, and income-generating opportunities.

Source

Online
Direct Response

Gender

46% Males
52% Females

Minimum Order

5,000 records

Format

Email	\$75/F
FTP	\$75/F

Net Name Arrangement

85% Net
25,000 or more
\$8/M run charge

Selections

Geo	\$10/M
Gender	\$10/M
Age	\$10/M
Demographics	\$10/M



Terms and Conditions: Stated prices are for one time use only. Orders canceled before mail date are subject to \$10/M running charges and a \$50 flat cancellation fee. Orders cancelled after the mail date on purchase order, will be charged full price. We believe the information concerning this list to be accurate; however we do not guarantee its accuracy or the outcome of the mailing. We are not liable for any damages or loss sustained through use of this list, or for any special or consequential damages, and in no event shall our liability exceed the price of the list.