

# Seniors Looking For Supplement Insurance

Average Monthly Hotline	71,000	\$110/M
Total File	1,350,000	\$110/M

These seniors are seeking supplemental health, medical, life, auto & home insurance, and have indicated that they currently do not have these types of insurance policies.

After filling out a form for more information on discounted medical, health, & wellness items, these individuals indicated they do not currently carry life, auto, home & medical health insurance.

The opt in process on this file, makes these consumers prime candidates for discounted mail order health and wellness items, supplements & other medical products and services.

These consumers are also open to alternative policies to traditional life, auto, home & medical health insurance that are currently on the market.

Tap into this source of responsive consumers for multiple offers including: continuity programs, insurance, stored credit merchandise catalog offers, discounted mail order health and wellness items, supplements, creams & other medical products and services etc.

## Source

Online  
Direct Response

## Gender

57% Males  
42% Female

## Minimum Order

5,000 Records

## Format

Email	\$50/F
FTP	\$50/F

## Net Name Arrangement

85% Net  
25,000 or more  
\$6/M running

## 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.