

# High Cholesterol Sufferers



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**Total Universe: 9,506,034**

**Base Rate: \$125.00/M**

## Description Summary

People who are told they have high cholesterol are always going to be looking for foods, medications, doctors, literature, and many other services to help their condition. These prospects are valuable and are known for responding to promotions and offers very frequently. If you are looking to reach consumers with high cholesterol, this database is great for any mailing, telemarketing, or email campaign. This data is updated monthly to ensure accuracy and deliverability for all of our clients. Get in touch with this highly responsive group of individuals who are great candidates for many types of offers.

## How Our Data Is Compiled

Our High Cholesterol Sufferers Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

## Consider The Facts

- About 34% of American adults have high cholesterol
- People with high cholesterol have about 2x the risk of heart disease as people with lower levels

## Recommended Usage

This mailing list is recommended for a variety of offers, such as healthcare facilities, health food companies and stores, medical equipment, publications, medications, OTC drugs, and much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Dwelling Type

Ethnicity  
Income  
Lifestyle  
Hobbies & Interests

Occupation  
Marital Status  
Presence of Children  
Buying Habits

## Market Type

U.S. Consumer

## List Channels

Postal, Email & Telemarketing

## Source

Compiled, Self-Reported

## Update Cycle

Monthly

## Minimum Order

Quantity: 5,000  
Price: \$625.00

## Net Name

Floor: 85%  
Minimum Quantity: 25,000  
Run Charges: \$10.00 / M

## Exchanges

Please Inquire

## Reuse

Please Inquire

## Cancellation Charges

Please Inquire

## Sample Mail Piece Required

Please Inquire

## Commission

Standard 20% broker/agency commission is extended to all trade partners

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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