

# First Party Medicare Advantage Health Seekers

Average Monthly Hotline	67,109	\$110/M
Total File	1,277,600	\$110/M

## Overview

These individuals have expressed their current interest in finding basic or supplemental health insurance offers within the Medicare or under 65 (U65) insurance markets.

They have completed a form requesting more information on discounted health, medical, and wellness items, indicating that they are either without medical health insurance or seeking a new provider.

By opting in through this process, these consumers have shown a willingness to explore discounted mail-order health and wellness items, supplements, creams, and other medical products and services, including walk-in bathtubs. Additionally, they are likely to respond positively to continuity programs, insurance, stored credit merchandise catalog offers, and other related offers.

This audience is particularly suited for shopping clubs, discount pharmacy cards, health and medical-related catalogs, magazines, life insurance, secured and subprime credit, Internet, legal and financial services, health insurance, home equity loans, and money-making opportunities.

### Source

Online  
Direct Response

### Gender

43% Males  
54% Females

### Minimum Order

5,000 Records

### Format

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

### Net Name Arrangement

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