

Medical Care Alert Responders

| | | |
|-------------------------|-----------|---------|
| Average Monthly Hotline | 78,900 | \$110/M |
| Total File | 1,492,500 | \$110/M |

These consumers have requested a free brochure on a medical alert system as well as other health and medical products and services.

These seniors are looking to sign up for health and medical offers that will make their life safer and more productive.

The types of captions these consumers responded to include:

- 30-day Risk Free Trial, 24/7 Protection for around \$1 a day
- 30 Day RISK FREE Guarantee*
- NO Long Term Commitments
- NO Activation Fees
- FREE Equipment – Nothing To Buy

A medical alarm system as well as other medical and health products are designed to keep a senior safe and to give the peace of mind a person needs to know someone is there to help.

For example, installing a senior medical alert system makes sure an EMT certified operator is available to assist 24/7 and will stay on the line until help arrives.

Average age: 67

Average income: \$47,000

Source

Online
Direct Response

Gender

52% Males
44% Females

Minimum Order

5,000 Records

Format

| | |
|-------|--------|
| Email | \$50/F |
| FTP | \$50/F |

Net Name Arrangement

85% Net
20,000 or more
\$6/M running

Selections

| | |
|--------|--------|
| Geo | \$10/M |
| Gender | \$10/M |
| Age | \$10/M |



List Brokerage • List Management

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.

