

# Supplement Health Insurance Seniors

Average Monthly Hotline	88,073	\$110/M
Total File	1,450,646	\$110/M

## Overview

Reach out to a response group of consumers who have indicated their current interest in locating either basic or supplemental health insurance options within the Medicare insurance markets.

These Internet generated first party hotline leads have indicated a need for discounted health, medical, and wellness items, signifying that they are either uninsured or searching for a new healthcare provider.

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

This audience is particularly well-suited for shopping clubs, discount pharmacy cards, health and medical-related catalogs and 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 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.