



## ABOUT AILMENTS: DIABETES SUFFERERS – 2,597,712

Over 8% of the entire US population has been diagnosed with diabetes and that number is growing. This powerful file allows marketers to reach diabetes sufferers nationwide. The file is selectable by numerous household demographics including age, income, gender, marital status and much more, as well as by the type of diabetes and types of treatments. This is an ideal file for marketers of pharmaceutical and OTC remedies, along with distributors of medical devices and aides designed to help these consumers. This is also a strong file for fundraisers, as well as those marketing magazines, self-help and much more.

See why Complete Medical Lists is *the* source for consumers with diabetes:

- NCOA'd regularly and *again* the day your order is delivered ... guaranteed!
- Phones are DNC scrubbed every 30 days ... guaranteed!
- Numerous household demographic and lifestyle selections available!

### Key Segments

2,597,712	Total Diabetes Sufferers	\$175/M
1,309,351	Total with Telephone Numbers	+ \$25/M
714,710	Total with Email Addresses	\$225/M

### Segment Profile

These consumers are also selectable by age, homeowners/renters, presence of children, gender, estimated household income, marital status and other demographic selections.

### Additional Segments

803,658	Diabetes	607,176	Diabetes Type 1
92,709	Juvenile Diabetes	1,094,169	Diabetes Type 2

### By Treatment Type + 25/M

454,835	Diet	458,899	Oral Medication
664,909	Insulin	1,369,830	Other Methods
1,209,104	Use Monitor		

### Selection Charges

Base Minimum	5,000 Names	SCF/Zip Code	\$5/M	Key Code	\$2/M
Phone Numbers	\$25/M	Occupation	\$10/M	P/S Labels	\$8/M
Age	\$10/M	Presence of children	\$10/M	CD Rom	\$25/F
Income	\$10/M	Credit Card	\$10/M	Mag Tape	\$25/F
Gender	\$10/M	Education	\$10/M	Email/FTP	\$25/F
Marital Status	\$10/M	Homeowner	\$10/M	Diskette	\$25/F

### Commissions

Broker: 20%

### Cancellations

Charges: \$8/M, \$50 Minimum

### Net Name

Net: 85%  
Min. Qty: 50,000  
Run Charges: \$10/M

### Terms & Conditions

Allow 1-3 working days to process order. Payment due 30 days from mail date. Cancellations after mail date are fully due. Net name arrangements negotiable. 25% commission to authorized brokers on base rate. Unlimited usage, 2x base/minimum plus selection and output material charges.

### Contacts

Tim Burnell	<a href="mailto:tburnell@completemedicallists.com">tburnell@completemedicallists.com</a>	603-823-8042 x113
June Chevalier	<a href="mailto:jchevalier@completemedicallists.com">jchevalier@completemedicallists.com</a>	603-823-8042 x118
Michelle Csatari	<a href="mailto:mcsatari@completemedicallists.com">mcsatari@completemedicallists.com</a>	603-823-8042 x115
Bill Woods	<a href="mailto:bwoods@completemedicallists.com">bwoods@completemedicallists.com</a>	914-771-6640