



# COMPLETE NURSES – HEALTH & FITNESS ENTHUSIASTS – 806,990

These nurses appreciate the value of good health and physical fitness. These are excellent prospects for various health offers including exercise apparel, fitness equipment, health related magazines and more.

See why Complete Medical Lists is *the* source for medical and allied health professionals:

- NCOA'd every six weeks... guaranteed!
- 50% telephone number coverage and DNC scrubbed every 30 days... guaranteed!
- Numerous household demographic and lifestyle selections (see next page)

### Key Segments

806,990	Total Nurses – Health & Fitness	\$70/M
411,564	With telephone numbers	+\$15.00/M
548,811	RN's	+\$5/M
127,869	LPN's	+\$5/M
7,776	Nurse Practitioners	+\$10/M
122,534	Certified Nursing Aide	+\$10/M

### Segment Profile

Nurses – Health & Fitness Enthusiasts are selectable by license type and over 120 demographic and lifestyle selections (see next page).

### By Activity

	<b>+\$5/M</b>		
331,001	Dieting/Weight Control	310,309	Health & Natural Foods
521,282	Physical Fitness/Exercise	6,141	Rollerblading
158,346	Running/Jogging	296,055	Self-Improvement
304,862	Walking for Health		

### Selection Charges

Base Minimum	3,000 Names	Gender	\$5/M	Key Code	\$2/M
Nurse Type	\$5/M	HH Income	\$5/M	Email/FTP	\$25/F
Phone Numbers	\$15/M	Marital Status	\$5/M	Diskette	\$25/F
Reg. State	\$5/M	SCF/Zip Code	\$2/M	CD Rom	\$25/F
Age	\$5/M	P/S Labels	\$8/M	Mag Tape	\$25/F

### Commissions

Broker: 25%

### 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 due in full. Net name arrangements negotiable. 25% commission to recognized brokers on base rate/minimum. Unlimited usage, 2x base/minimum plus selection and output material charges.

### Contacts

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**See other side for additional demographic and lifestyle selections**



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**Demographic and Lifestyle Selections**

Demographics - \$5/M Additional EXCEPT where noted	Lifestyles - \$10/M Additional EXCEPT where noted	
Age Gender Marital Status Income # of Children Children by Age Presence of Children Education County Size Code Occupation Credit Cards Dwelling Type Homeowner / Renter Code Length of Residence Home Value - \$10/M  Net Worth - \$15/M Income Producing Assets - \$15/M Prizm NE - \$15/M Psyche - \$20/M ConneXions - \$20/M Niches - \$15/M Religion - \$15/M Ethnicity - \$15/M	<b>Buying Habits</b> Mail Responder Mail Buyer Mail Donor  <b>Buying Medium</b> Catalog Purchaser Internet Purchaser Retail Purchaser  <b>Interests</b> Art/Antique collecting Avid book reading Bible/Devotional reading Casino Gambling Collectibles Contests/Sweepstakes Crafts Cultural/Art events Our Nation's Heritage Photography Sewing/Needlework Stamp/Coin collecting  <b>Electronics</b> Cable TV viewing Home video recording Personal/home computer Pre-recorded videos Stereo/Records/Tapes/CDs Video games Other electronics  <b>Sports</b> Extreme Sports Golf NASCAR enthusiast Skateboarding Snowboarding Snow skiing Soccer Tennis Watching sports on TV  <b>Power Sports</b> Own a All Terrain Vehicle - \$15/M Own a Boat - \$15/M Own a Motorcycle - \$15/M Own a Personal Watercraft - \$15/M Own a Recreational Vehicle - \$15/M Own a Snowmobile - \$15/M  <b>Payment Method</b> Credit Card Cash, check or money order	<b>Travel</b> Airline Club Cruise ship vacations Foreign travel Travel for business Travel for pleasure Travel in the USA  <b>Home</b> Any pet (non-specific) Automotive work Dining/Home cooking Fashion clothing Gardening Gourmet cooking/fine foods Grandchildren Have a swimming pool Home furnishing/decorating Home improvement projects Home workshop Own a cat Own a dog Wines  <b>Health and Fitness</b> Dieting/Weight control Health/natural foods Physical fitness/exercise Rollerblading Running/Jogging Self-Improvement Walking for health  <b>Contributors</b> Charities/Volunteer activities Community/Civic Activities Current Affairs/Politics Other charitable causes Veteran contributor Wildlife/Environmental issues  <b>Outdoors</b> Bicycling Camping/Hiking Fishing Horseback riding Hunting/Shooting Mountain Biking Hunting Licenses - \$15/M Fishing Licenses - \$15/M  <b>Personal Finance</b> Moneymaking opportunities Mutual fund investments Real estate investments Stock/Bond investments