



## Fitness Impaired Database

**TOTAL RECORDS: 8,987,697    BASE PRICE: Ask Your Rep Today!**

Cobalt Media provides you with more than just data. Our lists are constantly updating ensuring a wide selection of prospects. With over 8.9 million records in Fitness Impaired Database, our clients are sure to find a vast number of recipients ready to receive their message.

Our Fitness Impaired Consumers list is comprised of individuals who suffer from obesity due to having a medical condition that affects their thyroid gland and/or have an eating disorder. These individuals who suffer from obesity are interested in getting information on healthy products, fitness and exercise programs, and are willing to purchase products and services that are fitness related in the market that can cure their disease and help reduce weight overall.

These consumers are great prospects for fitness publications, sporting equipment, gym memberships, nutritional products, work-out clothing and apparel, health clubs, fitness charity events, and much more! These consumers look for ways to get fit and maintain a healthy diet.

Additional information has been added to make this a responsive, revenue-generating list. Please see below for examples on our demographic selections.

### Demographic Selections:

- Home Owners
- Age/Date of Birth
- Gender
- Presence of Children
- Telephone Numbers
- Renters
- Voting Behavior
- Ethnicity
- Special Hobbies
- And Many Others
- Zip Code/City/State
- Income
- Presence of Pets
- Credit Card Holder
- Household Income
- Martial Status
- Investors
- Net Worth

### Additional Consumer Selects:

- Apparel
- Computers
- Sporting equipment
- High Ticket buyers
- Outdoor/Gardening
- Books & Music
- Crafts/Sewing
- Gourmet Food
- Housekeeping
- Outdoor/Recreation
- Automobiles
- Electronics
- Gourmet Wine
- Kitchen/Décor
- Pet supplies
- Children's Items
- Entertainment
- Health/Fitness
- Magazines
- Photography

### SELECTIONS:

- 3 Month Hotline: ..... \$10/M
- Geography:.....\$5/M
- Investment Type: .....\$5/M
- Income: .....\$5/M
- Net Worth: .....\$5/M
- Age: .....\$5/M
- Gender:.....\$5/M
- Martial Status: .....\$5/M
- Mail Order Buyer: .....\$5/M
- Magazine Subscriber: .....\$5/M
- Donor: .....\$5/M
- Ethnicity:.....\$5/M
- Religion:.....\$5/M
- Book Buyer:.....\$5/M
- Homeowner: .....\$5/M
- Length of Residence: .....\$5/M
- Presence of Children: .....\$5/M
- Age of Child Present: .....\$5/M
- Telephones: ..... \$25/M

### UPDATE CYCLE:

Quarterly, NCOA and ECOA is done on output of order.