



## Health and Fitness Enthusiasts Database

**TOTAL RECORDS:** 8,558,717    **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 8.5 million records in our Health and Fitness Enthusiasts Database, our clients are sure to find a vast number of recipients ready to receive their message.

Our Health and Fitness Enthusiasts database is a consumer list that can be customized based on your organizations needs. Let us know how we can make this list even more specific to your company's goals and objectives. These Health and Fitness Enthusiasts are self-reported consumers of health related products and services. These consumers strive for a healthy lifestyle and are continually looking for products and services that can improve their wellbeing.

These health conscience 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 stay fit and maintain a healthy diet. These Health and Fitness Enthusiasts stay active and are receptive to offers related to sports and out-door activities. This list is great for targeting individuals who maintain healthy diets for offers and coupons to health food stores and restaurants. 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.