



## Organic and Health Food Consumers Database

**TOTAL RECORDS:** 1,356,554    **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 one million records in our Organic and Health Food Consumers Database, our clients are sure to find a vast number of recipients ready to receive their message.

Our Organic and Health Food Consumers database consists of those individuals that have visited and purchased items from organic and healthy related websites. They are interested in organic and natural foods. These organic and healthy food eaters live a very healthy lifestyle, they are smart and internet savvy. They strive to make their daily diet a natural one and are into the newest and latest healthy, organic foods, and beverages.

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 Organic and Health Food Consumers 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.