

SENIORSTYLE ADULT CAREGIVERS

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| 946,731 | 12 MO CAREGIVERS | \$80.00/M | UNIT OF SALE: |
| 432,582 | EMAIL ADDRESSES | \$150.00/M | \$100 AVERAGE |
| 189,764 | DNC SCRUBBED TELEPHONES | ADD \$30.00/M | |
| | 6 MO HOTLINE | ADD \$10.00/M | GENDER: 50/50 |
| | 3 MO HOTLINE | ADD \$15.00/M | CAN SELECT |
| | 1 MO HOTLINE | ADD \$20.00/M | |

ADDRESSING:
SEE SELECTIONS

REACH ADULT CHILDREN CARING FOR THEIR SENIORS. THESE ADULT CAREGIVERS ARE LOOKING FOR THE BEST CARE AVAILABLE FOR AGING FAMILY MEMBERS BE IT PARENTS, GRANDPARENTS, OR EXTENDED FAMILY. THESE CAREGIVERS ARE LOOKING FOR ASSISTANCE DURING THESE CHALLENGING TIMES. THE AGING FAMILY MEMBER WILL EVENTUALLY REQUIRE ASSISTED LIVING, INDEPENDENT LIVING AND MEMORY CARE.

KEYING: \$2.00/M
MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

THESE CAREGIVERS ARE LOOKING FOR SENIOR HOUSING OR RETIREMENT COMMUNITIES. THEY ARE ALSO LOOKING FOR THE VERY BEST IN HEALTH PRODUCTS, HEALTH SERVICES, HOME SAFETY, NUTRITIONAL, MOBILITY, MENTAL AND PHYSICAL PRODUCTS AND SERVICES TO AID IN ELDERLY CARE.

SOURCE: DIRECT RESPONSE, SURVEYS, QUESTIONNAIRES, PUBLICATIONS, SITE VISITATIONS, POSTAL AND INTERNET SOURCES

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| SELECTIONS: STATE, SCF, ZIP, CBSA | \$5.00/M |
| GENDER | \$7.00/M |
| AGE/INCOME | \$7.00/M |
| MARRIED/SINGLE | \$7.00/M |
| HOME VALUE | \$7.00/M |
| DWELLING TYPE | \$7.00/M |
| HOMEOWNER/RENTER | \$7.00/M |
| EDUCATION LEVEL | \$7.00/M |
| NET WORTH | \$7.00/M |
| ALZHEIMER'S SUFFERER | \$10.00/M |
| ARTHRITIS SUFFERER | \$10.00/M |
| DIABETES SUFFERER | \$10.00/M |
| DISABLED | \$10.00/M |
| ORTHOPEDIC ISSUES | \$10.00/M |
| SENIOR NEEDS | \$10.00/M |
| GENERAL HEALTH AILMENTS | \$10.00/M |
| SENIOR HEALTH CARE PRODUCTS | \$10.00/M |
| PRESCRIPTION BY BRAND | \$20.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com

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