

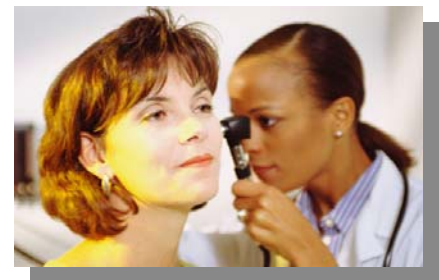
275,000	Total Member File	\$150/M
	Non-Affinity Rate	\$125/M
55,000	3 Month HL	+\$15/M

## Now available for the 1st Time!

The most qualified diabetic list available.

**www.dLife.com**

Reach active diabetes patients and those who care for them through the **dLife** member file. **dLife** successfully connects over 275,000 highly engaged people with diabetes who are interested in trying to live healthy lives while managing their diabetes. And the list expands monthly.



**dLife** members are active health managers who have opted in to a free membership in an educational and community platform.



The **dLife** member is interested in information, resources and tools to help them day in, day out with managing their disease *and* their diabetes lifestyle. This includes topics ranging from medication & devices to food and nutrition, fitness, coping, community and more.



The Catamount Group offers marketers the ability to target this qualified file of people with diabetes through postal mail offers. The **dLife** file is a **MUST TEST** file for all diabetic offers, products, educational tools, publications, health offers, entertainment, club offers, consumer goods offers, travel, credit cards and insurance offers.



2007 Healthcare Website of the year.



NBC Chief Medical Editor Nancy Snyderman reported: "There is one web site I just want to tell you about -- it's called dLife.com. It's a **FABULOUS PLACE** to go get concrete information on diabetes. I have no ties to it ...I just think it's the best site ..."



2007 Best Health Condition Website

### Additional Information:

Source: Multi sourced: Direct Response  
 Updated: Quarterly Minimum Order: 5,000  
 Specifications: 85% Net Name on orders of 50,000, \$8.50/M RC  
 Materials: \$50/F Email, FTP  
 Cancellation: \$100/F plus \$8.50 RC & selects  
 Non-Reciprocal: +\$15/M  
 All samples must be cleared. Exchange may be requested.  
 See non-reciprocal fee.

### Selects (+):

Diabetes Type I or II	\$15/M
Caregiver	\$15/M
Professional	\$15/M
Medication	\$15/M
Gender/Geography	\$8/M
Age/Income	\$10/M
Marital Status	\$10/M
Mail Order Buyers	\$10/M