

Chronic Migraine Sufferers

Counts	Segments	Prices
2,654,600	Total Universe/Base Rate	\$90.00/M
58,575	Hotline Rate	\$100.00/M
	Fundraiser Base Rate	\$80.00/M
1,361,623	Migraine Medication Users	
972,928	Chronic Migraine	+\$10.00/M
133,162	Cluster Migraine	+\$10.00/M
186,887	Episodic Migraine	+\$10.00/M
	FTP/Email Delivery	\$65.00/F

LIST PROFILE & COSTS

Source: Online, Responders
Minimum Order: 10,000

SELECTS

Age	\$10.00/M
Gender	\$10.00/M
Ethnicity	\$10.00/M
Geo/SCF/ZIP	\$8.00/M
Presence of Children	\$10.00/M
Household Income	\$10.00/M
Mail Order Buyer	\$10.00/M
Mail Order Donor	\$10.00/M
Mail Responder	\$10.00/M

ADDITIONAL DETAILS

20% commission to known brokers. Please provide (4) working days to process all orders. All processed orders cancelled before the mail date will incur a \$50/Flat cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.

LIST MAINTENANCE

Counts Through	6/30/2020
Last Update	7/20/2020
Next Update	8/20/2020

CONTACT

Renee Washington, List Manager
 (410) 721-5700 Ext. 2264
RWashington@YourAudienceFirst.com

Diane Hardy, Sales
 (410) 721-5700 Ext. 2243
DHardy@YourAudienceFirst.com

Please send clearances & orders to:
Orders@YourAudienceFirst.com

DESCRIPTION

Responders on this file suffer from chronic migraines and frequent headache occurrence. Migraines are the 3rd most prevalent illness in the world! 18% of American women, 6% of men, and 10% of children experience migraines.

These high value prospects would be ideal for the following causes and offers:

- Medical Supplies/Supplements
- Health Causes
- Women’s Causes
- Insurance Offers

*Please inquire about email addresses and telemarketing counts and availability.