

# Sleep Issue Sufferers



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**Total Universe: 5,722,850**

**Base Rate: \$85.00/M**

## Description Summary

People who are ailed with sleeping problems are always going to be looking for products, medications, doctors, literature, and many other services to help their conditions. These candidates are valuable and respond to promotions and offers very often. If you are looking to target consumers with sleep disorders, this mailing list is perfect for any mailing, telemarketing, or email campaign. This data is updated monthly to ensure precision and deliverability for all of our clients. Reach this highly responsive group of consumers who are great prospects for many offers.

## How Our Data Is Compiled

Our Sleep Issue Sufferers Mailing List is derived from a multitude of public and proprietary feeds both online and offline including: lifestyle surveys, self-reported individuals, and previous memberships/ purchase history. When you use our data, you are guaranteed accuracy and deliverability. Our compilation team processes the entire database against the National Change of Address (NCOA) file monthly. This list is also CASS certified to ensure further accuracy.

## Consider The Facts

- About 38% of adults reported unintentionally falling asleep during the day in the preceding month
- Drowsy driving is responsible for 1,550 fatalities and 40,000 nonfatal injuries annually in the United States.

## Recommended Usage

This mailing list is recommended for a variety of offers, such as healthcare facilities, medical equipment, publications, medications, OTC drugs, and much more.

## Popular Selections (for additional selections please inquire)

Age  
Gender  
Geography  
Dwelling Type

Ethnicity  
Income  
Lifestyle  
Hobbies & Interests

Occupation  
Marital Status  
Presence of Children  
Buying Habits

### Market Type

U.S. Consumer

### List Channels

Postal, Email & Telemarketing

### Source

Compiled, Self-Reported

### Update Cycle

Monthly

### Minimum Order

Quantity: 5,000  
Price: \$325.00

### Net Name

Floor: 85%  
Minimum Quantity: 25,000  
Run Charges: \$10.00 / M

### Exchanges

Please Inquire

### Reuse

Please Inquire

### Cancellation Charges

Please Inquire

### Sample Mail Piece Required

Please Inquire

### Commission

Standard 20% broker/agency commission is extended to all trade partners

For additional information or list counts, contact your representative or list manager at 1.800.457.2899

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