

ZENITH MAILING LIST COMPANY

SERVING YOU FOR OVER 10 YEARS

ELDER CARE, SENIOR HEALTH

ZENITH #1017

MIN #35592 SRDS #214729-000

The graying of America—its aging population—has caused a boom in senior-related marketing. These responders are professionals active in providing services to the elder population and their families. They have purchased training, health education, advance directives, and marketing information. Media include books, clip-art and CD-Roms, manuals, videos, and newsletter services. TOTAL FILE: 119,530

Selects listed below are available for an additional \$5/M:

437	SENIOR HEALTH CARE PROFESSIONALS & EXECS	20,425
438	SENIOR CENTERS & SENIOR DAY CARE	4,208
439	ACTIVITY DIRECTORS & RECREATIONAL THERAPISTS	10,618
440	ASSISTED LIVING PROFESSIONALS & CENTERS	2,698
441	CASE MANAGERS-GERIATRIC	609
442	ADVANCE DIRECTIVES & FAMILY SERVICES	2,668
443	PHYSICAL THERAPISTS & DEPARTMENTS FOR AGED	9,339
444	HOME HEALTH CARE FOR THE ELDERLY	6,499
445	RETIREMENT CENTERS	7,266
446	NURSING HOME MARKETING DIRECTORS	4,499
448	MANAGED CARE DIRECTORS-ELDER SERVICES	1,544
449	NURSING HOME MEDICAL RECORDS DIRECTORS	6,706
450	HEALTH EDUCATION DIRECTORS & PROGRAMS	9,513
451	ELDER CARE MARKETING DIRECTORS	10,758
452	PASTORAL CARE FOR THE ELDERLY	5,741
453	BEREAVEMENT SUPPORT & COUNSELORS	4,373
454	PROTESTANT CHAPLAINS	2,843
455	CATHOLIC CHAPLAINS	1,943
456	HOSPICE STAFF & PROFESSIONALS	4,159
457	DEATH EDUCATION PROGRAMS	3,121

PRICES and TERMS

Minimum Order	3,000	Base Price	\$95/M
Disk, E-Mail	\$50	Cheshire, Bar-Coded	\$5/M
Pressure-Sensitive Labels	\$15/M	Selects (Gender & Geo.)	\$5/M
Telephones	\$25/M	Key Coding	\$5/M
Shipping 2 Day	\$17.50	Shipping Overnight	\$35

All files 12 months or less. Files updated monthly.

Brokers Welcome.

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