

Alesco CPG Buyers of Major Brand Nutritional Supplements

The Buyers of Major Brand Nutritional Supplements list reaches over 5 million consumers using debit or credit cards to purchase products like energy bars and nutritional shakes from grocery and convenience stores. List is selectable by up to 300 demographic and lifestyle choices, frequency of purchase, average purchase price, and more. Reach audiences who respond to direct-to-consumer offers for healthy products enjoyed as a snack, supplementing a meal, or providing an energy boost.

MEDIA TYPE

Consumer  

SOURCE

Direct response

GEOGRAPHY

USA

MAINTENANCE

Market Entry	10/28/2020
New to Manager	10/28/2020
Counts Through	10/28/2020

DATA CARD MAINTENANCE

New To System	10/28/2020
Last Update	10/28/2020
Next Update	11/27/2020
Update Frequency	MONTHLY

SEGMENTS

6,931,583	Total Universe / Universe Rate	\$175.00/M
1,792,128	Email	\$250.00/M
5,139,455	Postal	\$175.00/M

DESCRIPTION

This CPG list puts marketers in touch with consumers who purchase name brand nutritious foods, snacks and drinks that provide vitamins, minerals, carbohydrates, and protein so consumers receive the energy they need to complete activities. Whether working out at the gym, hiking a trail, or playing ball on the court, nutritional snacks are packed with supplements to keep energy levels high. Nutritional supplements help curb appetites, can substitute as a meal, and ensure consumers get their recommended intake of nutrients. This audience is physically active, enjoys sports, and is conscientious about their physical and mental wellness. They buy related products like vitamins, nuts, and health foods and are receptive to offers from brands providing discounts, coupons, and free samples.

Name Brands: Advantage, Atkins, Balance Bar, Clif, Boost, Carnation, EAS Advantage, Ensure, Gatorade, Glucerna, Kashi, Luna, Power Bar, Slim Fast, Tiger's Milk, Zone Perfect

Product Purchases: Lifestyle and fitness magazines, organic foods, hydration, fitness apparel, healthy shakes, weight loss products, cookbooks, exercise equipment, bicycles, skincare, sun care, nuts, trail mix, jerky, energy drinks

List purchasers: Publishers, retailers, food and beverage providers, sporting goods stores, fitness centers, spas, nutritional continuity clubs, pharmaceuticals, outdoor recreation providers, hiking clubs, wellness facilities, physical trainers, and credit card issuers.

SELECTS

GENDER

Male	%
Female	%

AVERAGE INCOME

Value **not available**

MINIMUM ORDER

Minimum Quantity	
Minimum Price	\$2,500.00

NET NAME ARRANGEMENTS

Net Name is allowed

Floor	0%
Minimum Quantity	0
Run Charges	

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed

Minimum Quantity **0**
Run Charge

CANCELLATION

Charges

KEY CODING

Key Coding is not available

ADDRESSING

SPECIAL INSTRUCTIONS

Transactional Postal CPM- \$175/per thousand Brand:
\$10/per thousand per brand Minimum – \$2500.00
Email CPM –\$250/per thousand Minimum- \$2000.00
Mail Piece Required