

## Alesco CPG Buyers of Major Brand OTC Medicines

The Buyers of Major Brand OTC Medicine Products list reaches over 23 million consumers using debit or credit cards to purchase products like vitamins and pain relievers 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 of over-the-counter medications that treat colds and allergies, stop headaches, and relieve upset stomachs.

### SEGMENTS

92,955,932	Total Universe / Universe Rate	\$175.00/M
24,906,131	Email	\$250.00/M
68,049,800	Postal	\$175.00/M

### 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

### DESCRIPTION

This CPG list puts marketers in touch with consumers who purchase OTC name brands to treat illness, aches and pains, and promote wellness. When consumers seek relief from arthritis pain, coughs, heartburn, constipation, and flu and cold symptoms, they turn to their local grocery, convenience or drug store for treatment. Not needing a prescription to be filled at the pharmacy, this audience is proactive on taking charge of their health. They buy OTC medicines and multi-vitamins for their children and themselves to bring a fever down and supplement their diets. Individuals who purchase OTC drugs also buy related medical merchandise including reading glasses, thermometers, knee braces, hot and cold therapy, and more. They visit their family doctors on a regular basis for physical exams, routine testing and to treat injury. When they find a brand that delivers results, this audience remains brand loyal and is receptive to products that offer discounts, coupons, free samples and more.

**Name Brands:** Actifed, Advil, Afrin, Aleve, Alka Seltzer, Allegra, Anacin, Bayer, Benadryl, Benefiber, Benylin, Caltrate, Centrum, Chlor Trimeton, Citrucel, Claritin, Colace, Comtrex, Contac, Coricidin, Correctol, Delsym, Dimetapp, Dulcolax, Ex-Lax, Excedrin, Fiber Choice, Fleet, Gas-X, Halls, Immodium AD, Kaopectate, Maalox, Metamucil, Miralax, Motrin, Mylanta, Nature Made, Nyquil, Pepto Bismol, Philips Milk of Magnesia, One A Day, Pepcid, Prilosec, Robitussin, Roloids, Schiff, Senokot, Sudafed, Tagmet, Triaminic, Tums, Tylenol, Vicks, Zantac, Zyrtec

**Products Purchased:** Lifestyle magazines, antacids, aspirin, vitamins, supplements, antihistamines, fiber, laxatives, cosmetics, first aid kits, hair accessories, hand and body lotion, hygiene products, personal care products, anti-aging creams, moisturizers, exfoliates, dental products, perfumes

**List Purchasers:** Publishers, pain reliever manufacturers, drug store merchandisers, medical device suppliers, pharmaceuticals, medical continuity clubs, vitamin and supplement providers, personal care providers, food and beverage suppliers, health food stores, and credit card issuers.

### SELECTS

### GENDER

Male	%
Female	%

### AVERAGE INCOME

Value **not available**

### MINIMUM ORDER

Minimum Quantity	
Minimum Price	<b>\$2,500.00</b>

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**NET NAME ARRANGEMENTS****Net Name is allowed**

Floor	0%
Minimum Quantity	0
Run Charges	

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**EXCHANGES****Exchange is not allowed**

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**REUSE****Reuse is allowed**

Minimum Quantity	0
Run Charge	

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**CANCELLATION**

Charges

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**KEY CODING****Key Coding is not available**

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**ADDRESSING**

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**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