

## Alesco CPG Buyers of Major Brand Smoking Cessation Products

The Buyers of Major Brand Smoking Cessation list reaches over 680,000 consumers using debit or credit cards to purchase products like nicotine patches and gum 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 products that help them quit smoking habits safely.

### MEDIA TYPE

Consumer  

### SOURCE

Direct response

### GEOGRAPHY

USA

### SEGMENTS

941,623	Total Universe / Universe Rate	\$175.00/M
252,143	Email	\$250.00/M
689,480	Postal	\$175.00/M

### MAINTENANCE

Market Entry	<b>10/28/2020</b>
New to Manager	<b>10/28/2020</b>
Counts Through	<b>10/28/2020</b>

### DATA CARD MAINTENANCE

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

### DESCRIPTION

This CPG list puts marketers in touch with consumers who purchase name brand smoking cessation products like prescription medications, lozenges, patches, and chewing gum. Help aids reduce nicotine cravings and ease withdrawal symptoms including irritability, headache and fatigue. This group is giving up cigarettes, cigars, pipes, and smokeless chew to improve health and longevity. Smoking leads to lung and throat cancer, COPD, heart disease and low birth rates in pregnant women. When they kick the habit, smokers protect loved ones from second hand smoke and enjoy easier breathing, more stamina, delayed onset of facial wrinkling, and whiter teeth. During the process of quitting smoking, they purchase products to minimize tension, boost energy levels and improve fitness. This audience is receptive to brand offerings of product discounts, coupons, and free samples.

**Name Brands:** Chantix, Habitrol Nicoderm, Nicotrol, Zyban

**PURCHASE PRODUCTS:** Lifestyle magazines, inhalers, natural herbs, supplements, vitamins, food and beverages, stress relievers, relaxation tapes, meditation supplies, OTC medicines, exercise equipment and apparel, weight management

**List Purchaser:** Publishers, cessation support groups, cancer awareness advocates, nicotine patch manufacturers, pharmaceuticals, e-cigarette suppliers, healthcare providers, hypnosis centers, spas, vaping stores

### SELECTS

### GENDER

Male	%
Female	%

### AVERAGE INCOME

Value **not available**

### MINIMUM ORDER

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

### NET NAME ARRANGEMENTS

<b>Net Name is allowed</b>	
Floor	<b>0%</b>
Minimum Quantity	<b>0</b>
Run Charges	

### EXCHANGES

**Exchange is not allowed**

### REUSE

**Reuse is allowed**

Minimum Quantity  
Run Charge

**0**

**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