

# HART & BENJAMIN

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## Mailing List HAB-2043

MIN #91529  
SRDS #765089-000

### CareSteps™ Coping with Cancer, Family Problems, Addictions, and Life's Challenges: A Series of Brochures & Booklets for Health Care, Hospice, Counselors, & Schools

CareSteps™ in format embodied its name, simple easy-to-read brochures that dealt with life's biggest issues: being diagnosed with cancer, stopping addictions, dealing with the loss of a loved one, facing change in jobs and financial status, dealing with anger and frustration, finding peace of mind. Step-by-step they showed patients, students, clients, and others how to work their way through life's big problems.

This innovative series of life style and health education aids was directed marketed via catalogs to employers, schools, hospitals, and counselors. A catalog offering about 40 different titles generated thousands of sales averaging \$90. This customer base consists of "adopters," those institutions that purchased product in bulk to distribute for free to their "end users," such as students, employees, patients, congregation, and members.

This list is continually cleaned and offers 100% deliverability.

<b>1</b>	<b>BALANCING WORK &amp; FAMILY ISSUES</b>	<b>3,293</b>
<b>2</b>	<b>FACING LIFE'S BIG CHANGES (JOB LOSS, ETC)</b>	<b>6,176</b>
<b>3</b>	<b>BEREAVEMENT &amp; GRIEF</b>	<b>6,656</b>
<b>4</b>	<b>DEALING WITH ADDICTIONS</b>	<b>18,222</b>
<b>5</b>	<b>OVERCOMING MENTAL PROBLEMS(DEPRESSION, ETC)</b>	<b>13,040</b>
<b>6</b>	<b>STAYING HEALTHY &amp; REDUCING STRESS</b>	<b>16,383</b>
<b>7</b>	<b>RESOLVING CONFLICTS</b>	<b>11,255</b>
<b>8</b>	<b>SELF-ESTEEM</b>	<b>10,822</b>

Minimum Order 5000 addresses. All records 12 months or less. Updated quarterly. Brokers welcomed.

Base Price:	\$110/M	3-Months:	\$15/M
E-Mail/FTP:	\$50	6-Months:	\$10/M
Key Coding:	\$5/M	Selects (Geo/Gender):	\$5/M