

## PRESS RELEASE

### **Statistics Appointed Manager of Spirituality & Health**

July 27, 2009

Danbury, CT-based list management and brokerage firm Statistics is excited to announce the addition of a new list rental property, Spirituality & Health: The Soul/Body Connection. Spirituality & Health is a unique publication engaging those interested in living a soulful, healthy, harmonious, and fulfilling life.

Spirituality & Health offers its readers an opportunity to investigate the exciting world of healthy bodies, healthy minds, healthy hearts, healthy relationships, and healthy communities. These paying subscribers are predominantly female and have a strong interest in the news, people, and ideas of the contemporary spiritual renaissance. As Americans' interest in spirituality and in healthy, natural lifestyles increases, the editorial staff at Spirituality & Health strives to keep up with the latest developments in science, theology, psychology and their impact on mental, emotional, and community health.

Statistics is very excited to take over management of Spirituality & Health as this is an incredibly unique opportunity for marketers to reach a niche group of subscribers. With a median age of 52, the health-conscious and spiritually in-touch readers are interested in a variety of offers.

For additional information about Spirituality & Health Magazine, contact Nancy Spielmann at (203) 778-8700, ext. 106 or via email: [n.spielmann@statistics.com](mailto:n.spielmann@statistics.com).

## PRESS RELEASE

### **Statistics Offers the Upper Room Enhanced Masterfile**

August 3, 2009

Danbury, CT-based list management and brokerage firm Statistics is proud to announce the addition of a new masterfile, Upper Room Enhanced Masterfile.

This file has been enriched with additional information to provide improved targeting and maximum response. Reach that targeted interest group you're looking for with this list. Subscribers from Upper Room enjoy being active and enjoy a wide variety of hobbies and outdoor sports activities. Enhancements include: baby boomers, crafts, dog and cat owners, grandparents, homeowners, household income, retirees, working women, photography, golf, hunting/shooting, fishing, bicycling and running/jogging.

The Upper Room is a global ministry dedicated to supporting the spiritual formation for Christian believers of all ages. The Upper Room subscribers include readers to their Evangelical publications: The Upper Room, The Upper Room Large Print, Alive Now, Pockets, Weavings, and their Spanish edition El Aposento Alto.

For additional information, contact Nancy Spielmann at (203)778-8700, ext. 106 or by email: [n.spielmann@statistics.com](mailto:n.spielmann@statistics.com).

## PRESS RELEASE

### **Statlistics Offers Satellite TV Buyers List**

August 5, 2009

Danbury, CT-based list management and brokerage firm Statlistics is excited to announce the addition of a new list rental opportunity, Satellite TV Buyers. These buyers have answered an ad or responded to a telemarketing offer enrolling them to receive Dish Network, DirectTV or Cable. They are credit qualified, and tech-savvy. They spend an average of \$60 monthly. They are members of high-tech households who have a high level of interest in consumer electronics. These high-tech consumers are active buyers whose buying interests include televisions, computers, home entertainment systems, audio components, gaming systems, and home improvement products.

For more information on Satellite TV Buyers and other consumer electronic list rental opportunities, contact Nancy Spielmann at (203) 778-8700, ext. 106 or email: [n.spielmann@statlistics.com](mailto:n.spielmann@statlistics.com).

## PRESS RELEASE

### ***New to Market! Statistics Introduces Health & Life New Jersey***

August 12, 2009

Danbury, CT-based list management and brokerage firm Statistics is proud to announce the addition of Health & Life New Jersey to its client roster.

Health & Life New Jersey is composed of subscribers to "Bergen Health & Life", "Monmouth Health & Life" and "Morris Health & Life" who are affluent New Jersey residents subscribing to regional special-interest magazines. Reach prosperous home owners who are interested in travel, cultural events, "The Fine Arts", music, home décor/design tips and gardening as well as "what's new" in medicine and living well.

The average age of the Health & Life New Jersey subscriber is 44. Their median income is \$250,000 and their average home value is \$1,000,000+.

For additional information, contact Nancy Spielmann at (203)778-8700, ext. 106 or by email: [n.spielmann@statistics.com](mailto:n.spielmann@statistics.com).

## PRESS RELEASE

**Available October 1<sup>st</sup>**

**Statlistics Appointed List Manager of Collage Video Exercise Buyers**

September 29, 2009

Danbury, CT based list management and brokerage company Statlistics is pleased to announce the addition of an exciting new list management client, Collage Video. The Collage Video Exercise Buyers list is made up of exercise-hungry, health conscious people, predominantly women, interested in any type of exercise, from kick-boxing and step aerobics to yoga, Tae-Bo, and belly dance.

The women who purchase these videos are focused on a healthy lifestyle. They are active, physically fit, and frequent purchasers of products, services, and vitamins that will help them keep a healthy body and mind. Statlistics is excited to add Collage Video to its collection of managed healthy lifestyle lists.

For additional information, contact Nancy Spielmann at (203) 778-8700, ext. 106 or by email: [n.spielmann@statlistics.com](mailto:n.spielmann@statlistics.com).

# PRESS RELEASE

October 26, 2009

## **Statlistics Launches Management of Gravity Defyer**

Danbury, CT-based list management and list brokerage firm Statlistics is proud to announce its selection as list manager for Gravity Defyer.

Gravity Defyer includes both the Gravity Defyer and the Gadget Universe catalogs.

The Gravity Defyer catalog offers unique, specialized, and fashionable footwear for men and women. Gravity Defyer aims to be the world's leading manufacturer of comfort and pain relief footwear through the most technically advanced footwear available. These men and women buy casual, dress and sport shoes to enhance their comfort. They've spent over \$100 for comfort and fashion.

The Gadget Universe catalog presents the largest, most diverse array of gadgets and cutting edge electronics in the world. Gadget Universe searches the globe for products and ideas no one else has discovered. Each catalog, along with its website makes the shopping experience truly innovative for people with a passion for "gizmos".

For additional information, contact Paul Cabiati at (203) 778-8700, ext. 137 or email: [p.cabiati@statlistics.com](mailto:p.cabiati@statlistics.com).

## PRESS RELEASE

### **Statlistics Offers the Hemmings Publishing Enhanced Masterfile**

November 16, 2009

Danbury, CT-based list management and brokerage firm Statlistics is proud to announce the addition of the Hemmings Publishing Enhanced Masterfile.

This file has been enriched with additional information to provide improved targeting and maximum response. Reach the exact group you're looking for with this list. Subscribers from the Hemmings publications are true automobile enthusiasts. Enhancements include: age, income, mail order buyers, presence of children, wine connoisseurs, gardeners, health conscious, art & antique collectors, household pets, gourmets, women's apparel buyers, and much more.

Classic Car, Motor News, Muscle Machines, and Sports & Exotic Car are the renowned Hemmings' automobile titles included in this Enhanced Masterfile.

For additional information, contact: Paul Cabiati at (203) 778-8700, ext. 137 or by email: [p.cabiati@statlistics.com](mailto:p.cabiati@statlistics.com).