

RATE CARD:

# TargetSource® Health Data - Canada

Reach your most valuable health consumers with Canada's #1 Consumer Health Database



## Comprehensive, self-reported data for precise targeting

- Largest permission-based source of consumer-provided precision health data
- Extensive reach – over 2 million new names every year, over 1.75 million households
- Range of communication options including solo mail, e-mail and co-op mail
- Customized data collection with integration of your online and offline programs for increased impact - access to over 600,000 permission based email addresses

## Optimize your marketing programs with exclusive consumer insights

- Gain exclusive behavioural and attitudinal data including health conditions, OTC and RX product usage
- Acquire newly diagnosed patients and switch current competitive patients
- Access accurate validated information from consumers who are responsive to direct mail
- Heighten awareness and education of disease states
- Find low incidence patient populations e.g. Crohn's

- Drive conversion strategy to new formulations or RX to OTC conversion
- Develop clinical trials and research

## Build your knowledge of your target audience with custom data

- Select from 1,000+ data points and gather information customized to your needs
- Sponsor a custom question in ICOM's unique Shopper's Voice® survey and gain exclusive data that's unique to your brand

## Consumer privacy

As a responsible member of North America's marketing community, we are proud that ICOM, a division of Epsilon Targeting, is an industry leader in respecting consumer privacy. We have always operated in accordance with the Canadian Marketing Association and Direct Marketing Association's privacy guidelines and we comply with Canada's federal privacy law – PIPEDA.

The opt-in question on our Shopper's Voice survey provides consumers the opportunity to specify their willingness to receive or deny further postal or e-mail offers. Any consumer list coming from ICOM includes the responder's consent to receive further offers so mailers are assured that consumer privacy is being respected.

# HEALTH COUNTS 2009/2010

FAMILY HEALTH		HOUSEHOLDS
NEW	Acute coronary syndrome	Call for counts
	Allergies	424,000
	Severe allergies - Anaphylaxis	66,000
NEW	Allergies - persistent nasal congestion	47,000
	Arthritis	546,000
	Arthritis - Ankylosing Spondylitis	10,000
	Arthritis - Common Osteo	206,000
	Arthritis - Rheumatoid	121,000
	Arthritis - Psoriatic	10,000
	Asthma	230,000
NEW	Astigmatism	263,000
	Back pain	419,000
	Bed wetting	36,000
	Bladder leakage	45,000
	Chronic lower back pain	285,000
NEW	Chronic sinus pain	Call for counts
	COPD	7,200
NEW	Coronary artery disease	Call for counts
	Crohn's disease	11,000
	Dandruff	102,000
	Dental or orthodontic pain	36,500
	Dental - braces	15,700
	Dentures	257,000
	Diabetes	157,000
	Diabetes - Type 1	43,000
	Diabetes - Type 2	121,000
NEW	Difficulty walking	Call for counts
	Dry Eyes	63,000
	Dry Skin	125,000
NEW	Eczema	Call for counts
NEW	Gum disease	19,000
NEW	Headaches - moderate	438,000
NEW	Headaches - severe	185,000
	Hearing impairment	51,500
NEW	Hearing loss	Call for counts
	Heart disease	35,000
	High blood pressure	296,000
	High cholesterol	182,000
	Insomnia/Sleeplessness	355,000
	Joint pain	418,000
NEW	Minor joint pain	Call for counts
	Lactose intolerance	54,000
NEW	Macular Degeneration	12,000
	Menstrual pain	96,000
	Migraines	253,000
	Muscle aches and body pain	478,000
NEW	Osteoporosis	38,000
NEW	Peripheral vascular disease	Call for counts
	Prescription medication	319,000
	Psoriasis	121,000
	Sensitive teeth	346,000
	Sinus pain, congestion or sinusitis	254,000
NEW	Snoring	212,000
	Ulcerative colitis	12,000
	Yeast infections	201,000
HEALTH COVERAGE		HOUSEHOLDS
	Have prescription drug plan	267,500
BREAST CANCER		HOUSEHOLDS
	Breast cancer	10,000
	Diagnosed in the past four years	7,600
	Post-Menopausal	7,200
	Taking Tomoxifn	2,450
DIABETES MANAGEMENT		HOUSEHOLDS
	Glargine	700
	Humulin R	3,000
	Levemir	800
	Lispro	600
	NPH - Humulin	2,800
	NPH - Novolin	3,300
	NovoRapid	2,300
	Other - Humulin	3,000
	Other - Novolin	1,600
	Toronto	1,300
	Use pens	8,900
	Use pumps	2,500
	Use other insulin device	7,100

TOOTH WHITENING		HOUSEHOLDS
	Currently use	159,000
	Plan to use	208,000

DENTURES		HOUSEHOLDS
	Polident	94,000
	Novadent	6,000
	Toothpaste	69,000
	Other tablets	14,000
	Other	15,000
	Tried denture adhesives in the past 12 months	24,000
	Tried denture adhesives more than 12 months ago	17,000
	Never tried denture adhesives	113,000
NEW	Fixodent	21,000
NEW	Novadent	4,500
NEW	PoliGrip	22,000
NEW	Seabond	5,400
NEW	Other adhesives	6,700
NEW	Other cleansers or adhesives	9,600

ADULT COLD & SINUS REMEDIES		HOUSEHOLDS
	Advil Cold & Sinus	385,000
	Benlyn	192,000
	Buckley's	288,000
	Cold FX	62,000
	Contac	99,000
	DayQuil	144,000
	Dimetapp	104,000
	Dristan	38,000
	Neo Citran	284,000
	NyQuil	114,000
	Other cold remedies	83,000
	Other sinus remedies	71,000
NEW	Otrivin Nasal Spray	14,000
	Robitussin	148,000
	Sinutab	143,000
	Store brand cold	108,000
	Store brand sinus	99,000
	Sudafed	82,000
	Tylenol Cold & Flu	135,000
	Tylenol Cold & Flu liquid	75,000
	Tylenol Cold & Flu tablets	154,000
	Tylenol Sinus	236,000

ADULT PAIN RELIEVERS		HOUSEHOLDS
	Advil - caplets or tablets	469,000
	Advil - Liqui-Gels	268,000
	Aspirin	248,000
NEW	Aspirin PM	3,400
NEW	Aspirin 81 mg - low dose	130,000
	Motrin-IB	51,000
	Motrin-IB - extra strength	93,000
	Motrin-IB - super strength	42,000
	Other brands	66,000
	Other brands with codeine	101,000
	Robaxacet - Robax Platinum	200,000
	Store brand - acetaminophen	212,000
NEW	Store brand - arthritis pain	14,000
	Store brand - ibuprofen	273,000
NEW	Store brand - liqui-gels	8,300
	Tylenol - 8 Hour	23,000
	Tylenol - arthritis pain	157,000
	Tylenol - extra strength	679,000
	Tylenol - other	44,000
	Tylenol - regular strength	225,000
	Tylenol - ultra relief	53,000
	Tylenol - rapid release	58,000

ALLERGIES OR SINUS		HOUSEHOLDS
NEW	Aerius	27,000
NEW	Benadryl	93,000
NEW	Chlor-Tripolon	Call for counts
NEW	Claritin	61,700
NEW	Prescription	36,000
	Reactine	170,000
NEW	Store brand	36,000
NEW	Other	25,000

<b>ARTHRITIS PAIN RELIEF</b>		<b>HOUSEHOLDS</b>
Advil		180,000
Arthritic rubs		126,000
Aspirin		65,000
Celebrex		73,000
Glucosamine		104,000
<b>NEW</b> Methotrexate		3,700
Motrin IB		40,000
Other non-prescription		45,000
Other prescription medication		47,000
Tylenol Arthritis		164,000
Tylenol - extra strength		206,000
Tylenol - other		23,000
Store brand - ibuprofen		41,000
Store brand - acetaminophen		31,000
<b>NEW</b> Store brand - arthritis pain		7,800
Prescription medication		76,000

<b>ATHLETE'S FOOT</b>		<b>HOUSEHOLDS</b>
Athlete's foot		43,000
Canestone		6,000
Dr. Scholl's		19,000
Micatin		4,800
Tinactin		16,000
Other		9,800

<b>CHILDREN'S COLD REMEDIES</b>		<b>HOUSEHOLDS</b>
Advil Cold - children		55,000
Benylin		94,000
Dimetapp		75,000
Other children's remedies		33,000
Store brand children's		25,000
Triaminic		54,000
Tylenol Cold		118,000

<b>CHILDREN'S PAIN RELIEVERS</b>		<b>HOUSEHOLDS</b>
Children's Advil		3,500
Children's Advil - chewable		54,000
Children's Advil - liquid		52,000
Children's Motrin		24,000
Children's Motrin - chewable		32,000
Children's Motrin - liquid		41,000
Children's Tylenol		57,000
Children's Tylenol - chewable		101,000
Children's Tylenol - liquid		97,000
Infants' Advil		21,000
Infants' Motrin		15,000
Infants' Tylenol		53,000
Other brands		9,800
Store brands		26,000
Tempra		54,000

<b>COLD SORE MEDICATIONS</b>		<b>HOUSEHOLDS</b>
<b>NEW</b> Abreva		29,000
<b>NEW</b> Blistex Medicated Cold Sore		43,000
<b>NEW</b> Lipactin		29,000
<b>NEW</b> Other non-prescription		21,000
<b>NEW</b> Prescription medication		23,000

<b>DIARRHEA MEDICATIONS</b>		<b>HOUSEHOLDS</b>
Imodium Advanced		46,000
Imodium Caplets		194,000
Imodium Quick-Dissolve		50,000
<b>NEW</b> Imodium Liquid		4,600
Kaopectate		42,000
Other brands		43,000
Pepto Bismol liquid		150,000
Pepto Bismol tablets		51,000
Store brand liquid		16,000
Store brand tablets		32,000

<b>DRY NOSE REMEDIES</b>		<b>HOUSEHOLDS</b>
Yes		132,000
Hydrasense		8,600
Salinex		38,000
Rhinaris or Secaris		24,000
Petroleum jelly		28,000
Other saline spray		26,000
<b>FIBRE SUPPLEMENTS</b>		<b>HOUSEHOLDS</b>
<b>NEW</b> Benefibre		Call for counts
<b>NEW</b> Metamucil		Call for counts
<b>NEW</b> Other		Call for counts

<b>PRESCRIPTION MEDICATIONS</b>		<b>HEALTH PRODUCTS / HOUSEHOLDS</b>
Lipitor		148,000
Viagra		10,000
Warfarin or Coumadin		11,000
Enbrel		2,500
<b>NEW</b> Plavix		Call for counts
Crestor		22,000

<b>HEARTBURN REMEDIES</b>		<b>HOUSEHOLDS</b>
Gaviscon - liquid		44,000
Gaviscon - tablets		72,000
Maalox - liquid		69,000
<b>NEW</b> Maalox - tablets		44,000
Other liquid		12,000
Other tablets		32,000
Pepcid AC		52,000
Pepcid Complete		39,000
Pepto Bismol - liquid		128,000
Pepto Bismol - tablets		46,000
<b>NEW</b> Prescription remedies		163,000
Rolaids		260,000
<b>NEW</b> Store brand - acid controller		42,000
<b>NEW</b> Store brand - other		11,000
Tums		348,000
Zantac 75		106,000
Zantac		Call for counts

<b>NASAL CONGESTION REMEDIES</b>		<b>HOUSEHOLDS</b>
<b>NEW</b> Advil Cold & Sinus		Call for counts
<b>NEW</b> Sinutab		Call for counts
<b>NEW</b> Sudafed		Call for counts
<b>NEW</b> Tylenol Sinus		Call for counts
<b>NEW</b> Store brand		Call for counts
<b>NEW</b> Other		Call for counts

<b>NUTRITION &amp; DIET (PLAN TO:)</b>		<b>HOUSEHOLDS</b>
<b>NEW</b> Drink 8+ glasses of water a day		126,000
Eat less meat		56,000
Eat more natural foods		111,000
Eat more natural or organic foods		212,000
Eat vegetarian diet		48,000
<b>NEW</b> Include easy to prepare healthy foods		106,000
Include or increase calcium		122,000
<b>NEW</b> Include steamed vegetables		95,000
Include vitamins/minerals		338,000
Increase anti-oxidants		78,000
Increase fibre		138,000
Increase omega - 3 fatty acid		115,000
Increase protein		65,000
Lose weight		572,000
Reduce carbohydrates		85,000
Reduce cholesterol		389,000
Reduce fat		502,000
Reduce fat or cholesterol		616,000
Reduce sugar		140,000
Use or include natural or herbal remedies		113,000
Include Probiotics, Acidophilus, or Lactobacillus		10,000
Monitor portion control		141,000
<b>NEW</b> Include new food products with specific health benefits		Call for counts
<b>NEW</b> Include probiotics or prebiotics		Call for counts
<b>NEW</b> Include natural or herbal remedies		Call for counts

<b>MULTIPLE SCLEROSIS</b>		<b>HOUSEHOLDS</b>
Multiple Sclerosis		20,000
Avonex		1,300
Betaseron		1,500
<b>NEW</b> Copaxone		1,500
Rebif		1,400
Other		2,300
No therapy used		7,200

<b>PSORIASIS</b>		<b>HOUSEHOLDS</b>
Psoriasis		121,000
Mild		42,000
Moderate		90,000
Severe		14,800
Very severe		4,500

**PSORIASIS (cont.)**

Biologics (injection)	1,000
Phototherapy (UVA, UVB)	5,600
Prescription creams or ointments	77,000
Prescription pills	5,700
Other treatment	30,000

**YEAST INFECTION REMEDIES**

Yeast infection	201,000
Canesten - 1 day	28,000
Canesten - 3 day	27,000
Canesten - 6 day	11,000
Diflucan	11,000
Monistat - 1 day	22,000
Monistat - 3 day	27,000
Monistat - 7 day	15,000
Prescription remedies	18,500
Store brand	7,200
Other non-prescription remedies	4,500

**VOLUMETRIC**

<b>Adult Cold - # of packages purchased in 12 months</b>	
1 package per year	256,000
2-3 packages per year	339,000
4-9 packages per year	99,000
10 or more packages per year	23,000

**Adult Cough - # of packages purchased in 12 months**

1 package per year	278,000
2-3 packages per year	298,000
4-9 packages per year	75,000
10 or more packages per year	23,000

**Adult Sinus - # of packages purchased in 12 months**

1 package per year	218,000
2-3 packages per year	247,000
4-9 packages per year	98,000
10 or more packages per year	42,000

**Adult Pain Relief - # of tablets used (excluding therapeutic)**

5 tablets or less per month	329,000
6-14 tablets per month	338,000
15-30 tablets per month	219,000
31-50 tablets per month	99,000
More than 50 tablets per month	103,000

**HOUSEHOLDS****HOUSEHOLDS****HOUSEHOLDS****Adult Pain Experienced - Pain from activity**

Daily	152,000
3-6 times per week	94,000
Less than 1 time per week	342,000
1-2 times per week	164,000

**Adult Pain - Treat body aches**

All or most of the time	151,000
Rarely or never	232,000
Sometimes	357,000

**Heartburn Remedies - Frequency of remedy use**

Daily	125,000
4-6 times per week	51,000
2-3 times per week	92,000
1 time per week	76,000

**Yeast Infection per year**

Less than 1 time per year	65,000
1 time per year	24,000
2 times per year	23,000
3 or more times per year	20,000

**Diarrhea Frequency**

1-2 times per year	241,000
3-7 times per year	143,000
8-11 times per year	74,000
12-51 times per year	83,000
52 or more times per year	37,000

**Diarrhea Medication Frequency**

Use medication all the time	44,000
Use medication rarely	228,000
Use medication some of time	145,000

**Nasal Congestion Frequency**

NEW Once per month	Call for counts
NEW Every other month	Call for counts
NEW Every 3 months or less often	Call for counts

**Nasal Congestion Medication usage**

NEW All or most of the time	Call for counts
NEW Some of the time	Call for counts
NEW Rarely or never	Call for counts

■ Data is 24 months old as of February 2008. Counts shown are based on the active ICOM TargetSource® database.  
 ■ All counts are estimates; actual numbers will vary. Please contact your ICOM representative for exact counts.

# Call or email us today.

**ICOM, a division of Epsilon Targeting**

41 Metropolitan Road

Toronto, ON

Canada M1R 2T5

1.800.603.4555 ext. 2496 | 416.297.7887

icom@epsilontargeting.com

**About Us**

Epsilon is the industry's leading marketing services firm. We combine a multi-channel and data-driven approach with strategic and analytical services to maximize your marketing success. Couple that with award winning creative agency services and a proprietary collection of consumer and business data for the most integrated marketing solutions available today. **For more information, visit [epsilon.com](http://epsilon.com).**

Epsilon Targeting aligns the collective resources of ICOM, leader in targeted marketing and manager of North America's largest survey response database, with Epsilon Data Services, manager of the largest and most deliverable composite database and Abacus, the world's original and largest cooperative database, to create the industry's leader in data solutions – connecting you with your best opportunities. We provide a holistic approach to data marketing – providing the depth and breadth of data and insight to make it actionable – creating programs that engage consumers and build loyalty. **For more information, visit [epsilontargeting.com](http://epsilontargeting.com).**

**epsilontargeting.com**