

**RATE CARD:**

# TargetSource® Health Data - US

Reach your most valuable health consumers with the industry's largest and most robust source of in-depth health data



## Comprehensive, self-reported data for precise targeting

- Largest permission-based source of consumer-provided precision health data
- Extensive reach - 8 million new names every year, 63 million consumers (33 million unique households)
- Access to 8.5 million permission-based e-mail consumers
- Integration of your online and offline programs for increased impact

## Optimize your marketing programs with exclusive customer insights

- Exclusive behavioral and attitudinal data including health conditions, OTC and RX product usage
- Accurate validated information from consumers who are responsive to direct mail
- Extensive demographic and lifestyle profiling

## Build your knowledge of your target consumer with custom data availability

- Sponsor a custom question in ICOM's unique Shopper's Voice® survey and gain exclusive consumer data that's unique to your brand
- Select from 1000+ data points and gather information customized to your needs

## Consumer privacy

ICOM, a division of Epsilon Targeting, is a responsible member of North America's marketing community and has taken a leading role in the industry with respect to consumer privacy.

Evolving with the ever-changing privacy landscape, ICOM has worked in cooperation with the Direct Marketing Association (DMA) to ensure our information practices comply with all applicable Federal and State privacy laws.

Responders provide consent to receive further offers so you can be assured their privacy has been respected and protected.

# HEALTH COUNTS 2009/2010

## ACID RELIEF HOUSEHOLDS

Total Households	3,000,000
Maalox	244,000
<b>NEW</b> Mylanta	225,000
Nexium	174,000
Pepcid	343,000
Prevacid	335,000
Prilosec	560,000
Roloids	507,000
Tums	833,000
Zantac	300,000
<b>NEW</b> Zegerid	Call for Counts

## ADHD HOUSEHOLDS

<b>NEW</b> Total Households	Call for Counts
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## ADULT ALLERGY & SINUS HOUSEHOLDS

Total Households	6,300,000
Advil or Tylenol Allergy	770,000
<b>NEW</b> Alavert	Call for Counts
Allegra	982,000
Benadryl	3,700,000
Claritin	2,000,000
Flonase	216,000
Nasonex	896,000
Sudafed	1,300,000
Zyrtec	1,000,000
<b>NEW</b> Zyrtec-D	Call for Counts
Other prescription - allergy or sinus	568,000
Other non-prescription	936,000

## ADULT PAIN RELIEVERS HOUSEHOLDS

Total Households	7,500,000
Advil pain reliever	1,700,000
Advil - caplets or tablets	1,800,000
Advil - Liqui-Gels	647,000
Aleve	1,300,000
Aspirin - daily therapy	542,000
<b>NEW</b> Excedrin Back and Body	Call for Counts
St. Joseph's Aspirin	1,200,000
Tylenol	2,400,000
<b>NEW</b> Tylenol Extra Strength	Call for Counts
<b>NEW</b> Tylenol Rapid Release	Call for Counts
Other adult pain relievers	1,500,000

## ANXIETY HOUSEHOLDS

Total Households	2,000,000
Paxil	69,000

## ARTHRITIS HOUSEHOLDS

Total Households	3,900,000
Common Osteo	3,200,000
Psoriatic Arthritis	298,000
Rheumatoid Arthritis	773,000
Enbrel	76,000
Humira	121,000
Methotrexate	155,000
Remicade	86,000
Other treatment or method	646,000

## ASTHMA HOUSEHOLDS

Total Households	2,100,000
Advair	299,000
Albuterol/Rescue Inhalers	268,000
Asmanex	38,000
Flovent	62,000
Proventil	55,000
Singulair	137,000
Other	346,000

## BLADDER CONDITIONS HOUSEHOLDS

Total Households	2,500,000
Bladder leakage - Light	1,300,000
Bladder leakage - Heavy	299,000
Overactive bladder	369,000
Detrol LA	42,000
Depend	275,000
Feminine pads or pantliners	631,000
Poise	295,000
Store Brand	75,000
Tena/Serenity	157,000
Other absorbent products	100,000

## CANCER HOUSEHOLDS

Total Households	250,000
Avastin	22,000
Breast Cancer	191,000

## CHILDREN'S ALLERGY MEDICATION HOUSEHOLDS

Total Households	1,100,000
Children's Benadryl	777,000
Children's Claritin	265,000
Zyrtec	176,000
Other oral prescription	164,000
Other oral non-prescription	293,000

## DEPRESSION HOUSEHOLDS

Total Households	1,900,000
Paxil	69,000

## DIABETES HOUSEHOLDS

Total Households	2,100,000
Type 1 Diabetes	420,000
Type 2 Diabetes	1,400,000
Type Not Certain	327,000
Actos	47,000
Avandia	132,000
Glucophage	160,000
Januvia	10,000
Other oral medications	54,000
Treat through diet or exercise	1,100,000
Treat through oral medications	1,300,000
Treat through insulin	589,000
Diabetes Monitors - Accu-chek	333,000
Diabetes Monitors - OneTouch	402,000
Diabetes Monitors - Other	211,000

**DIET CONCERNS (Plan diet to:)** **HOUSEHOLDS**

Eat organic foods	1,200,000
Include natural or herbal remedies	1,200,000
Include or increase calcium	3,200,000
Include whole wheat foods	768,000
Increase fiber	856,000
Lose weight	5,100,000
Reduce cholesterol	4,000,000
Reduce the risk of health problems	960,000
Reduce the risk of heart problems	811,000

**HEART CONDITION** **HOUSEHOLDS**

NEW

Total Households	970,000
Heart Attack or Angina	433,000
Heart disease	260,000
Plavix	354,000
Take aspirin to reduce the risk of heart attack or stroke	1,200,000

**HIGH BLOOD PRESSURE** **HOUSEHOLDS**

Total Households	4,500,000
Norvasc	472,000
Treat with prescription	3,300,000

**HIGH CHOLESTEROL** **HOUSEHOLDS**

Total Households	5,300,000
Crestor	387,000
Lipitor	1,400,000
TriCor	197,000
Zocor	155,000
With prescription	2,500,000

**INSURANCE COVERAGE** **HOUSEHOLDS**

Total Households	6,100,000
Health Care Plan - own or plan to buy	5,400,000
Medicare - own or plan to buy	3,400,000
Prescription Drug Plan - own or plan to buy	3,400,000

**LAXATIVES** **HOUSEHOLDS**

Total Households	1,300,000
Fiber Laxatives	323,000
Overnight laxatives	125,000
Prescription laxatives	138,000
Fiber Supplements	633,000
Stool softener	393,000
Citrucel	231,000
Dulcolax	91,000
Metamucil	277,000
Miralax	110,000

**MACULAR DEGENERATION** **HOUSEHOLDS**

Total Households	551,000
With Dry	110,000
With Wet	56,000
Not sure	155,000
Lucentis	21,000
Macugen	8,000
Visudyne	13,000
Other injectable	20,000
Other treatment	64,000
No treatment	373,000

**MENSTRUAL PAIN RELIEVER** **HOUSEHOLDS**

Total Households	1,600,000
Midol	787,000
Pain relievers for menstrual symptoms	1,200,000

**MIGRAINES** **HOUSEHOLDS**

Total Households	1,800,000
Imitrex	246,000

**NASAL SPRAYS** **HOUSEHOLDS**

Total Households	
Afrin	472,000
Neosynephrine or 4-way	63,000
Veramyst - nasal spray	34,000
Vicks Sinex or Dristan	140,000
Zicam	147,000
Other	254,000
Store brand	188,000

**ORAL DECONGESTANTS** **HOUSEHOLDS**

Benadryl	3,700,000
Mucinex	287,000

**OSTEOPOROSIS** **HOUSEHOLDS**

Total Households	1,100,000
Actonel	136,000
Fosamax	219,000

**SHOPPING BEHAVIORS** **HOUSEHOLDS**

Total Households	2,900,000
Walgreens	1,500,000
Buy pain relievers at Drug Store	666,000
Buy pain relievers at Grocery Store	641,000
Buy pain relievers at Wal-Mart or Target	1,700,000

**SKIN CONDITIONS** **HOUSEHOLDS**

Psoriasis	1,100,000
Amevive/Raptiva	50,000
Enbrel	76,000
Enbrel or Remicade	87,000
Humira	121,000
Hydrocortisone cream (e.g. Cortaid, Cortizone 10)	532,000
Methotrexate	144,000
Methotrexate or Sulfasalazine	28,000
Remicade	86,000
Photolight Therapy	23,000
<i>% of Body affected by Psoriasis</i>	
Mild	134,000
Moderate	66,000
Severe	46,000

**SLEEP DISORDERS** **HOUSEHOLDS**

Advil PM	Call for Counts
Natural/Drug free sleep aids	Call for Counts
Ambien	407,000
Ambien CR	146,000
Lunesta	39,000
Rozerem	10,000

SLEEP DISORDERS (cont.)		HOUSEHOLDS
NEW	Simply Sleep	Call for Counts
NEW	Tylenol PM	Call for Counts
NEW	Unisom or Sominex	Call for Counts
NEW	Other sleep aids	Call for Counts
	Prescription sleep aids	144,000

OTHER MEDICAL CONDITIONS		HOUSEHOLDS
	Back Pain	4,700,000
	Bedwetting	280,000
NEW	Bipolar Disorder	Call for Counts
	Chronic Bronchitis	658,000
	Colitis	329,000
	Constipation	439,000
	COPD	568,000
	Crohn's	250,000
	Deep Vein Thrombosis	47,000
	Diabetic Nerve Pain	158,000
	Difficulty Walking	706,000
	Dry Mouth	244,000

OTHER MEDICAL CONDITIONS (cont.)		HOUSEHOLDS
	Emphysema	377,000
	Enlarged Prostate	237,000
	Epilepsy	79,000
NEW	Fibromyalgia	Call for Counts
	GERD	226,000
	Irritable Bowel Syndrome	293,000
	Joint Pain	1,300,000
	Kidney Problems	54,000
NEW	Lactose Intolerant	Call for Counts
	Menopause	1,100,000
NEW	Multiple Sclerosis	Call for Counts
	Peripheral Arterial Disease (PAD)	17,000
	Parkinson's Disease	121,000
	Poison Ivy	206,000
	Sensitive Teeth	984,000
	Stroke	187,000

■ Data is 24 months old as of January 2009. Counts shown are based on the active ICOM TargetSource database.

■ All counts are estimates; actual numbers will vary. Please contact your ICOM representative at 1.800.603.4555 for exact counts and data availability.

## Call or email us today.

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### 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).**