



## EMAIL MARKETING with KINDNESS = RESULTS.

Subscriber lists for email marketing to the Web's kindest people are now available FOR THE FIRST TIME EVER. Leverage the power of this dynamic community with potent email marketing.

This list is one of the most responsive you will find anywhere because of the superior and trusted relationship Daily Kindness has with its readership.

Verified 7-10% open rate with substantial click thru and forwards. Current list size is 140,000+ readers and growing.

**Base distribution and email rates: \$25 CPM**

**\*\*\* 20% Discount until Sept. 31, 2011! \*\*\***

For more information or to present offers, email or call:

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Daily Kindness provides opt-in only marketing lists of individuals motivated by faith, happiness, and self-improvement.

Key list attributes include:

1. People open to general offers.
2. Stated interest in health, diet & nutrition
3. People interested in self-help.
4. Extremely responsive to faith related goods & services.
5. People interested in new helpful technologies.
6. Ethical Business Opportunity seekers.

Other attributes include:

1. Skews more to women.
2. Majority between the ages of 30-55
3. Generally Middle to Upper Middle Income.