

## BABY MALL

<b>Prospects:</b>	<b>14,928 Australia</b>
<b>Customers Sourced via:</b>	Mail order & Internet Purchasers
<b>Customer Profile:</b>	New Mothers who have purchased products via mail order and over the internet.
<b>Purchase History:</b>	Mothers have purchased from a huge range of baby products covering just about every babies needs. The gender of the child is also a selection criteria.
<b>List Maintenance:</b>	Fully personalised, privacy compliant, genuine direct responsive purchasers, updated daily and well maintained by the list owner.
<b>Targeting / Selections:</b>	State, recency, Child's year of Birth and child's gender.
<b>Investment:</b>	\$300-00 / £00 \$350-00 set up fee
<b>Selection fee/s:</b>	\$20-00 / £00 Recency \$20-00 / £00 Child's year of Birth \$20-00 / £00 Child's Gender  10% GST for Australian customers \$15-00 International delivery fee  (Minimum order 5,000 records)