

**BLUE NILE
(JEWELRY BUYERS)**

Prospects:	148,000 Australia
Customers Sourced via:	Mail Order
Customer Profile:	The file comprises only customers who have purchased & paid only. Most buyers are females aged 50+ and 70% are repeat buyers.
Purchase History:	Blue Nile mail-order buyers typically spent \$50 or more on various small items of jewelry via mail order.
List Maintenance:	Fully personalised, privacy compliant, genuine direct responsive purchasers, updated daily and well maintained by the list owner.
Targeting / Selections:	Gender, recency, State, County / Metro split and multi buyers.
Investment:	\$230-00 / ±00 \$350-00 set up fee
Selection Fee:	\$20-00 / ±000 Multi Buyers
	** Charity rate less \$20-00 / '000 **
	10% GST for Australian customers \$15-00 International delivery fee (Minimum order 5,000 records)