



Prospects: **165,000 Australia**
60,000 New Zealand

Customers Sourced via: Mail order & Inserts

Customer Profile: Bookman's database is health conscious consumers in Australia and New Zealand. All names are direct response buyers generated from offers mailed monthly. The file is approximately 66% female and 34% male and is typically aged between 40-75 years.

Purchase History: There is a high percentage of credit card users and repeat buyers who have purchased books relating to natural health and self help titles include; The Australian Drug Guide, Second Youth, The Nature Doctor, The Ancient Secrets of Youth as well as many other books on natural remedies, pain relief, and weight loss.

List Maintenance: Fully personalised, privacy compliant, genuine direct responsive purchasers, updated daily and well maintained by the list owner.

Targeting / Selections: Gender, State, recency & payment method.

Investment: \$300-00 / £00
\$330-00 / £00 Hotline names
\$350-00 set up fee (per Country)

10% GST for Australian customers
\$15-00 International delivery fee
(Minimum order 5,000 records)

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