



**Prospects:**

**25,000 Australia**

**Customers Sourced via:**

Mail order & Off-the Page

**Customer Profile:**

This file has a customer base aged 55 years and over. All have a keen interest in collectibles, with a high percentage being multi buyers. The majority of purchasers are female (67%) with 86% purchasing using a credit card.

**Purchase History:**

Customers have purchased either limited edition collectible plates and or porcelain dolls. The products purchased range between \$40-00 to \$200-00.

**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 (i.e.: - credit card holders).

**Investment:**

\$300-00 / £00  
\$350-00 set up fee

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