

<b>Prospects:</b>	<b>300,000 + Active Australia</b>
<b>Customers Sourced via:</b>	National Lifestyle Survey (On-line)
<b>Customer Profile:</b>	The Brand Leaders Survey email list is built from voluntary online survey. This survey is distributed to 6 million Australian Households twice a year and asks detailed questions about the individuals lifestyle , leisure interests, purchase intentions, home and even financial interests - 150 questions across 11 key segments.
<b>Purchase History:</b>	n/a
<b>List Maintenance:</b>	Fully personalised, privacy compliant, updated daily and well maintained by the list owner.
<b>Targeting / Selections:</b>	Gender, Age, State, Charity Concerns, Health, Income Leisure, Home , Investment, Holiday, Occupation and shopping habits.  Contact us for a complete overview and copy of the actual survey.
<b>Investment:</b>	From \$300-00 / £00 (EDM) From \$450-00 / £00 (Postal) From \$500-00 / £00 (Telemarketing)  \$350-00 set up fee  10% GST for Australian customers (Minimum order 5,000 records)