



Insert Dispatches:

6,000 / Month Australia

Customers Sourced via:

Mail order & Off-the Page

Customer Profile:

The customer base is 75% female 55 years plus predominantly 55 years plus. A very good file to target older+consumers.

Purchase History:

Over 200 products within one catalogue e.g. Mini key chain alarm clock, magnetic inner-soles, picture clocks, pain relief knee support, 300 piece drill set and many other innovative items.

Restrictions:

Maximum weight 25 grams (A5 size)

Investment:

\$260-00 / 000
+ 10% GST for Australian customers
(Minimum order 6,000 inserts)

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Corporate Member since 1993

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