



<b>Prospects:</b>	<b>260,000 Australia</b>
<b>Customers Sourced via:</b>	Mail order & Off-the Page
<b>Customer Profile:</b>	The customer base is 75% female 55 years plus predominantly 55 years plus. A very good file to target older+consumers.
<b>Purchase History:</b>	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.
<b>List Maintenance:</b>	Fully personalised, privacy compliant, genuine direct responsive purchasers, updated daily and well maintained by the list owner.
<b>Targeting / Selections:</b>	Gender, State & recency
<b>Investment:</b>	\$280-00 / £00 \$350-00 set up fee  10% GST for Australian customers \$15-00 International delivery fee (Minimum order 5,000 records)

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