

## CHARTERHOUSE

<b>Prospects:</b>	<b>172,000 Australia</b> <b>140,000 New Zealand</b>
<b>Customers Sourced via:</b>	Mail order
<b>Customer Profile:</b>	70% females aged 45 years plus
<b>Purchase History:</b>	These direct responsive consumers have purchased via a number of esoteric publishing products including tarot, numerology, astrology, physic and lucky numbers (average purchase \$55) as well as off the page jewellery buyers (average purchase \$60) and health, diet and libido products via direct mail (average purchase \$68 - \$220).
<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 & dollar value, single/multi purchasers.
<b>Investment:</b>	\$300-00 / £00 \$350-00 set up fee
<b>Selection fee/s:</b>	\$10-00 / £00 Gender  10% GST for Australian customers \$15-00 International delivery fee (Minimum order 5,000 records)