



Prospects:

380,000 Australian Responders
137,000 Australian In-house presentation
12,000 New Zealand Responders

Customers Sourced via:

Mail order & Telemarketing

Customer Profile:

Respondents to various promotional direct mail campaigns for offers of free information on the benefits of owning a Craftmatic® Adjustable Bed. These beds are designed for ease of use, and provide comfort as well as therapeutic benefits through massage and heat control options. They appeal to individuals with back ailments, arthritis and other conditions who are trying to improve the quality of their rest and sleep time. Craftmatic® lists have been on the market for years in other parts of the world. They have a track record of working particularly well for offers such as sweepstakes and prize draws, household goods, health products, home entertainment, collectibles, charitable giving, and financial services. Plus, it is ideal for any offers that appeal to the 50 years + market.

In-House Presentations these consumers requested a full In-Home consultation to experience the true feel and comfort of adjustable bed technology. These beds are designed for ease of use, and provide comfort as well as therapeutic benefits through massage and heat control options. The average purchase price of Craftmatic beds is \$1,960.

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.

Investment:

\$275-00 / £00 Responders
\$300-00 / £00 In-house presentations
\$350-00 set up fee

Selection fee/s:

\$15-00 / £00 Gender
\$20-00 / £00 State
\$30-00 / £00 Recency

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

26 Toolang Road, St Ives NSW 2075

Ph: (02) 9488 7088

Fax: (02) 9488 7044

www.tda.com.au

gdevine@tda.com.au

Corporate Member since 1993