



**Insert Dispatches:**

**10,000 / Month Australia**

**Customers Sourced via:**

DRTV & Mail order

**Customer Profile:**

Ratio 55% female 45% male with a significant portion of the customers being multi-buyers. A very loyal customer base thought to be 35 years plus. Very familiar with direct mail acquisitions as this list is the basis for many successful campaigns and seeing significant roll outs for many different companies including: - finance, subscriptions, continuity, charity, mail order and publishing. Using modelling/profiling techniques we can ascertain the following profile for the customer base: -

- **Age Range (Majority) - 45 - 64 years**
- **Household Income - \$AUD52,000-00 plus**
- **Disposable Income - Medium to High**
- **Household Composition - Older Families**

**Purchase History:**

33% of this file is a genuine repeat buyer and over 80% pay via their credit card. Easy automatic credit card payments are offered to customers spending over \$150 (in just 3 easy instalments)! This winning formula sees regular dollar spend by these customers ranging from \$65 - \$1000. Approximately 12,000 new customers being added on a monthly basis.

**Investment:**

\$250-00 / £00  
+ 10% GST for Australian customers  
(Minimum order 10,000 inserts)

26 Toolang Road, St Ives NSW 2075

Ph: (02) 9488 7088

Fax: (02) 9488 7044

[www.tda.com.au](http://www.tda.com.au)

[gdevine@tda.com.au](mailto:gdevine@tda.com.au)



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