

<b>Prospects:</b>	<b>10,000 Australia</b>
<b>Customers Sourced via:</b>	Subscription
<b>Customer Profile:</b>	The majority being females 35 years plus, well accustomed to direct mail offers.
<b>Purchase History:</b>	<p>This is a list of people who have purchased De Agostini part-works products. The titles include: Art Course, Catherine Cookson, Champion Racing Bikes, Glory of Ancient Egypt, Learning Land, Lord of the Rings, Mind Body Spirit, My Animal Kingdom, PC Success, Star Wars and Winnie the Pooh.</p> <p>With an initial dollar spend of \$18 these continuity buyers then proceed to purchase a series . These consumers have subscribed to copies after an initial purchase through a newsagency or media advertisement.</p>
<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>	<p>\$300-00 / £00 \$350-00 set up fee</p> <p>10% GST for Australian customers \$15-00 International delivery fee (Minimum order 5,000 records)</p>