

Insert Dispatches:

50,000 / Month Australia Book Clubs
10,000 / Month New Zealand Book Clubs

Customers Sourced via:

Mail order, Inserts & Off-the Page

Purchase History:

Members of the Doubleday Book Club are recruited with a special introductory offer via direct response media such as inserts in magazines and newspapers, direct mail, cross-promotional activity, member-get-member programs and tele-marketing. Members are mailed monthly and have a commitment to purchase a minimum of items in a given period of time, therefore all are proven multi mail buyers. There are different club types: - Doubleday Book Club, Children's Book Club, Inspirations Club, Question Fantasy & Science Fiction Club, Mind Body & Spirit Club, History & Military Club, Mango, Books for Blokes.

Restrictions:

Must be folded to suit 110mm x 220mm envelope. Insert must exclude Book or Music offers.

Investment:

\$220-00 / £00
+ 10% GST for Australian customers
(Minimum order 10,000 records)