

Prospects:

165,000 Australia Book Clubs
40,000 New Zealand Book Clubs

Customers Sourced via:

Mail order, Inserts & Off-the Page

Customer Profile:

Please refer to book club categories below.

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.

Book Club category:

Doubleday Book Club

Carries the latest mass-market bestseller fiction as well as a broad range of non-fiction categories including cookery, gardening, craft, mind, body and spirit, children's books and more.

The majority of members are female (67%), 25 - 64 years, high percentage married with no children living at home (55%). They are employed full time (29%), part time (22%) primary homemaker (24%), retired (18%). Education, health service professionals, clerical/secretarial arenas. 60% have internet access at home.

Children's Book Club

Fun, bright & educational targeting pre-school aged market. Members (mainly mothers) of this club tend to buy fiction and non-fiction titles for themselves including cookery, garden, and craft.

Inspirations Club

Offers a broad range of lifestyle-based products for those with interest in creative, craft and hobbies. Most members are female 25-64yrs and homemakers. 53% have internet access.

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The Quest Fantasy & Science Fiction Book Club

Fantasy fiction is the most popular offering of this club such as Star Wars and Star Trek. Club Member is typically female/male of 59%/41% respectively aged 18-44 years; a significant proportion of completed tertiary education and 59% have internet access at home.

Mind Body Spirit Club

It covers every aspect of divination, magic, past lives, health, diet and fitness. The most popular category is divination including astrology, crystals, runes & tarot, Feng Shui and holistic health with massage and aromatherapy. Typically the club member is female (91%) aged 18-44 years, married/de facts (42%, single (35%) with no children living at home (49%) or one or two children living at home (33%).

History & Military Club

The most popular history categories purchased are ancient history, Egypt, archaeology, reference, cookery, myths, philosophy and region. Popular military categories include general military history, WW2, modern warfare, historical warfare and aviation and Vietnam/Korea. A member of this club is male (65%); female (35%) aged 25-64 years. They are married/de fact (50%) and single (30%). Employed full time (44%), retired (30%) in professional/managerial occupations. 34% have completed a university degree and 50% have Internet access at home.

Mango Club

It offers young women escape from everyday life with contemporary frothy fiction, romances, crime/thriller/mystery as well as cookery and lifestyle guides including mind, body & spirit (magic, dreams, Feng Shui, self help, exercise and diet). Readers are female-aged 18-34, single (54%), married/defacto (37%) with no children living at home. Employed full time (44%), part time (22%), not in paid employment (16%), students (15%).

In Print

Offers a selection of thought provoking non-fiction and fiction product for people who not only love to read, but also wish to be well informed about the world and want to be challenged. Fiction title; historical, classic and prize winning novels, Popular non fiction categories include cookery, autobiographies, biographies, ancient history, science, the arts and philosophy. Readers are typically 57% female and 43% male and aged 25-54 years old. They are married/defacto with no children at home. They are primarily tertiary educated and 38% have university degrees. 40% are full time employed, 20% are part time and 18% retired. 58% have internet access at home.

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Books for Blokes

A club offering a range of non-fiction and fiction for men. Popular non-fiction include history, gardening, cookery, DIY, reference, sport (fishing), computing. Readers are males (68%); females (32%) aged 25-64 years. Married/de facto (52%) or single (24%) with no children at home. They are employed full time (46%), retired (18%), part-time employed (14%) in professional/managerial occupations.

List Maintenance:

Fully personalised, privacy compliant, genuine direct responsive purchasers, updated daily and well maintained by the list owner.

Targeting / Selections:

Gender, State, Club type, last date of purchase, dollar spend, active and Good, paid cancelled.

Investment:

\$295-00 / £00 Active
\$225-00 / £00 (Good, paid, cancelled).
\$350-00 set up fee

Selection fee/s:

\$30-00 / £00 Method of payment
\$30-00 / £00 Club type
\$30-00 / £00 Last date of purchase
\$30-00 / £00 Dollar spend.

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