

Prospects:

145,000 Australia Music Clubs
65,000 New Zealand Music 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 Predominantly female membership covering a broad range of music: rock / pop, easy listening, country, alternative blues, jazz and classical. Purchasers on a continuity basis with a minimum number of purchasers needed to stay in the club.

Targeting / Selections:

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

Music Direct

The average member is female (65%); male (35%) aged 18-54 years. Married/ de facto (54%), single (41%) with no children living at home (54%). Employed full time (43%), part time (25%) not in paid employment (21%).

Hot Music Direct

Is a club offering alternative and hard rock products as well as dance and rap music. The average member is male (52%), female (48%) aged 18-24 years, single with no children living at home.

Country Music Club

This club offers country music and easy listening product and has a regional/ rural geographic skew. The file is female (62%) and male (38%)

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.

26 Toolang Road, St Ives NSW 2075

Ph: (02) 9488 7088

Fax: (02) 9488 7044

www.tda.com.au

gdevine@tda.com.au

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

Corporate Member since 1993



adma