



Prospects:	5,415 Australia
Customers Sourced via:	Mail order, Internet & Off-the Page
Customer Profile:	Fit Health buyers - 55% male 45% female and thought to be 45 yrs plus. These purchasers have demonstrated an interest in health, therapeutics, pain relief products, general health and fitness merchandise.
Purchase History:	An average dollar spend of \$65 and the majority have paid via credit card. A very high percentage of Multi buyers.
List Maintenance:	Personalised, privacy compliant, genuine direct responsive purchasers, updated daily and well maintained by the list owner.
Targeting / Selections:	Gender, State & recency.
Investment:	\$330-00 / £00 \$350-00 set up fee 10% GST for Australian customers \$15-00 International delivery fee (Minimum order 5,000 records)

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Corporate Member since 1993

The logo for adma, consisting of the lowercase letters "adma" in a white, sans-serif font on a dark blue rectangular background.