



Insert Dispatches:

10,000 / Month Australia

Customers Sourced via:

Mail order

Customer Profile:

This customer base is mostly female buyers, 30 years plus of an extensive range of art and craft products ranging from cross stitch frames, needlework, embroidery pillows and wall hangings, children's craft products, how-to books to decorating kits, threads and tools.

Purchase History:

Active Customers: - These are customers who are mailed at least 6 times per annum by Fox Collection. They have all purchased within the last 24 months.

In-active Customers: - These are customers who are mailed by Fox Collection at least 4 times per annum. They have purchased in the last 24 to 48 months.

Restrictions

Weight up to 40 grams with the maximum size of (205mm x 275mm)

Investment:

Price on application (sample piece must be supplied)

+ 10% GST for Australian customers
(Minimum order 10,000 records)