



Prospects:	200,000 Australia
Customers Sourced via:	Mail order, Inserts & Off-the Page
Customer Profile:	This file comprises mostly female buyers 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:	<i>Active Customers:</i> - These are customers who are mailed at least 6 times per annum by Fox Collection. They have all purchased within the last 24 months. <i>In-active Customers:</i> - 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.
List Maintenance:	Fully personalised, privacy compliant, genuine direct responsive purchasers, updated daily and well maintained by the list owner.
Targeting / Selections:	Gender, State, recency, payment method, active / in-active, dollar value and multi / single purchasers.
Investment:	\$250-00 / £00 Active \$175-00 / £00 Inactive \$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

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