



Prospects: 30,000 New Zealand

Customers Sourced via: Mail order

Customer Profile: Over the past ten years GardenPost (formally known as Kaydees Garden-Post) has established a customer list of 30,000 enthusiastic gardeners, of which 9,000 have ordered in the past year. GardenPost specialise in Plants, Gifts and hardware. They offer their clients free gardening information online as well as a subscription to their online gardening club. GardenPost is by far the largest garden mail order company in New Zealand. They buy directly from the growers and in peak season process hundreds of orders each day.

Purchase History: GardenPost have a range of both male and female customers, predominately elderly women who own their own homes.

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 (i.e.: - credit card holders), multi & single purchaser\$. .

Investment: \$300-00 / £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, centered within a dark blue rectangular box.