



Prospects:	220,000 Australia
Customers Sourced via:	DRTV, & Internet
Customer Profile:	Reach DRTV impulse buyers of a range of innovative household and personal products including from kitchen appliances, vacuum cleaners, personal items including gym equipment and hair straighteners to scrap booking kits and ladders.
Purchase History:	These are high value consumers. The average Spend per order is \$200-00, 95% of buyers have paid using a credit card and 18% have ordered using the Internet.
List Maintenance:	Fully personalised, privacy compliant, genuine direct responsive purchasers, updated daily and well maintained by the list owner.
Targeting / Selections:	Gender, State, Dollar value and Recency
Investment:	\$310-00 / £00 \$350-00 set up fee
Selection fee/s:	\$15-00 / £00 Gender \$20-00 / £00 recency \$20-00 / £00 State & Postcode \$30-00 / £00 product value \$30-00 / £00 hotline (0 - 3 Mths) 10% GST for Australian customers \$15-00 International delivery fee (Minimum order 5,000 records)

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Corporate Member since 1993