

**Prospects:** **390,000 + Australia**

**Customers Sourced via:** DRTV

**Customer Profile:** Global Shop Direct customers are impulse buyers who are motivated to invest in making their lives more comfortable. They don't mind treating themselves or their families to the latest and greatest household, fitness or personal product. A constant string of hit products in diverse categories combined with incredible reach through DRTV has resulted in a file of some of the most attractive prospects available.

By profiling the 0 - 12 Mths buyers in July 2011 we have gained further in-sight about the typical Global Shop Direct customer: -

- **Average Age:** - 34 yrs - 64 yrs
- **Household Income:** - 52% \$52,000 + PA
- **Disposable Income:** - Medium - High
- **Metro / Rural Split:** - 70% Metro
- **Home Owners:** - 85% Own
- **Length of Residency:** - 80% 3 yrs plus

**Purchase History:** These are high value consumers with an average dollar spend of \$150-00 over the last 12 months. Almost all customers have paid using a credit card with 50% ordering online and 50% by phone buying %s Seen On TV+brands which include Cardio Twister, Genie Bra, Snuggie, Tower 200 and Wow Containers.

**List Maintenance:** Fully personalised, privacy compliant, genuine direct responsive purchasers, updated daily and well maintained by the list owner.

**Targeting / Selections:** Gender, State, Recency and Hotline Customers.

**Investment:**  
\$300-00 / £00 Base Rental  
\$330-00 / £00 Hotline (0 - 3 Mths)

**Selection fee/s:**  
\$10-00 / £00 Gender  
\$20-00 / £00 State

\$300-00 set up fee

10% GST for Australian customers  
(Minimum order 5,000 records)

**Charity discounts available - POA**  
**Volume discounts available - POA**

Corporate Member since 1993



adma