



Prospects:

550,000 Australia
100,000 New Zealand

Customers Sourced via:

Mail order & Off-the Page

Customer Profile:

70% female and 30% male with most buyers profiled at being 45 yrs plus. These customers are very familiar with direct mail as this list is predominately mail order responsive from catalogue mailings as well as being mailed to often in acquisition campaigns for products including publishing, finance, insurance and lotteries.

Purchase History:

After the initial acquisition these customers are then mailed quarterly the list owners catalogue offering a variety of health and general merchandise products. The average dollar spend being \$55-00. The majority of these customers pay via their credit card.

These buyers are perfect for Business Gifts, Credit Cards, Fundraising, Club Memberships, Extra Income Opportunities, Insurance, General Merchandise, Health, Multi-Magazines, Music, Home Products, Travel and Music offers.

List Maintenance:

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

Targeting / Selections:

Gender, State & recency

Investment:

\$330-00 / £00
\$350-00 set up fee (per Country)

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 serif font on a dark blue rectangular background.