

# Innovations®

**Insert Dispatches:**

**20,000 / Month Australia**

**Customers Sourced via:**

Mail order, Inserts & Off-the Page

**Customer Profile:**

The typical Innovations customers has a high disposable income, is mail order responsive and 65% of the customers are female.

**Purchase History:**

Products are a wide variety of merchandise from bedding to furniture. Prices range between \$20.00 and \$700.00. Demographic of the customers is 45+ male and female.

**Restrictions**

Weight up to 40 grams with the maximum size of (205mm x 275mm)

**Investment:**

Price on application (sample piece must be supplied)

+ 10% GST for Australian customers  
(Minimum order 20,000 records)