

**Insert Dispatches:** 10,000 . 15,000 / Month Australia

**Customers Sourced via:** Mail order, Inserts & Off-the Page

**Purchase History:** IMP is the world's largest continuity publisher providing educational, creative and inspiring ideas in popular areas like home PC, craft, wildlife, space, and music. Products range from DVD/Book, CD Rom and card series.

2 million Australians have enjoyed collecting our card and book offers in the last 12 years. They are recruited with a great introductory offer Via direct response media such as inserts, direct mail, and Internet. Each series is sold on a continuous system so all customers are proven mail order multi buyers.

**Restrictions:** Maximum weight . 20 grams. Must be folded to suit 115mm x 225mm Envelope.

**Investment :** \$180-00 / £00  
+ 10% GST for Australian customers  
(Minimum order 10,000 records)

