

Prospects:

282,000 Australia
40,000 New Zealand

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.

There are 5 major product titles: Natural Killers, Classic Composers, My Creative Computer, At Home With Your PC and Exploring Space.

Customer Profile:

Please refer to each product-line below: -



Natural Killers DVD Book Collection

This series includes rare footage of tigers, polar bears, sharks, lions, leopards, wolves, bears and more in their habitats enabling collectors to get up close and understand more about these exciting and dangerous creatures & the natural world they inhabit. Each full-length DVD is accompanied by a fully illustrated and unique hardback book, packed with information and fascinating facts, and detailing the amazing lives of each deadly predator and their prey. **Collectors are mainly family with children and older people aged 50 and over.**

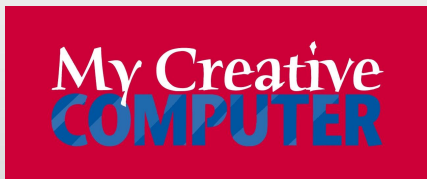
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The Classic Composers CD Book Collection

This unique music collection by the world's greatest composers builds into an enviable collection of 60 CD-Books, each one dedicated to a different composer including Beethoven, Mozart, Tchaikovsky, Chopin and Vivaldi. Each CD contain over one hour of digitally recorded music, a CD-Book packed with fascinating facts, colour illustrations and background information to the composer, their music and their life and times, plus a music reference guide covering history of music, musical instruments, glossary of terms and a musical / historical timeline.

Collectors are older classical music lovers, predominantly males aged 50+.



My Creative Computer CD Rom Card Collection

This series builds into a collection of creative ideas on CD Rom and glossy step-by-step project cards. It shows how easy it is to use your computer for an amazing range of projects like restoring an old photo, making gift labels and cards, planning a home make over, designing stencils, making masks and calligraphy. It also includes a section on home office and troubleshooting pc problems. **Collectors are primarily female with children or older females aged 50 and over who are interested in do-it-yourself craft.**

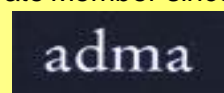


At Home with your PC CD Rom Card Collections

This unique series is an easy to use tutorial program aimed at improving collectors' computer skills at leisure and at work. It combines a CD ROM with easy to follow skills and project cards across 900 topics. These cover the basics of starting up, writing letters, creating files plus managing the family budget, sending emails, navigating the internet and playing games! The series is housed in a quality ring binder and divided into 9 categories. **Series collectors are older couples that have limited experience of using a PC or new technology. In addition, younger couples with school age children who want to learn how to use a PC at home for Internet access and games.**

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Corporate Member since 1993





Exploring Space DVD Book Collection

This series explores the wonders and mysteries of Space from the Big Bang theory to the End of Everything, Black Holes and Interstellar travel. You join astronauts on the moon, witness Jupiter's violent storms and experience the demise of our own sun! The collection builds into an eye opening series that will enthrall the whole family and educate them at the same time. **Collectors tend to be family with children and older people aged 56 and over who are interested in Space.**

List Maintenance:

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

Targeting / Selections:

Gender, State, recency, dollar spend, Multi/single purchasers, product line and buyers or responders.

Investment:

\$300-00 / £00 (0 . 12 Mths) Buyers
\$265-00 / £00 (13 . 24 Mths) Buyers
\$220-00 / £00 (0 . 12 Mths) Responders
\$350-00 set up fee

10% GST for Australian customers
\$15-00 International delivery fee
(Minimum order 5,000 records)