

LEGENDS MEMORABILIA

Prospects:	15,000 Australia
Customers Sourced via:	Mail order, Inserts & Off-the Page
Customer Profile:	For 15 years, Legends Genuine Memorabilia has maintained an unblemished, unchallenged reputation as the industry leader for Sporting Memorabilia throughout Australia. Legends collectors represent one of the most diverse and prosperous mail order proven buyers in Australia.
Purchase History:	<p>Legends clients, who spend an average of \$850.00 per purchase, represent the cream of the sporting and corporate world. Sporting Memorabilia is a prized possession for corporate rewards and gifts as well as private study/bar collections. Exclusive contracts with Australia's leading sportsmen like Steve Waugh, John Eales, Andrew Johns, Shane Warne to name a few, combined with PricewaterhouseCoopers-Authentication & Certification governing all Limited Editions, as well as, innovative, exclusive high quality products, positions Legends at the forefront of this prestigious category.</p> <p>Many of these collectors have invested in excess of \$10,000 amassing their inventory. They have also resold their pieces at way over the issue price. Legends has for many years been the largest seller of Bradman Memorabilia in Australia. At Charity Auctions it's always the Legends pieces that bring the big money!</p>
List Maintenance:	The Majority are personalised, privacy compliant, genuine direct responsive purchasers, updated monthly and well maintained by the list owner.
Targeting / Selections:	Gender, state, Postcode recency & payment method.
Investment:	<p>\$350-00 / £00 \$350-00 set up fee (Standard) \$500-00 set up (Complex i.e. Postcode)</p> <p>10% GST for Australian customers \$15-00 International delivery fee (Minimum order 5,000 records)</p>

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Corporate Member since 1993

