



Prospects:

300,000 Active Australia
405,000 In-active Australia
100,000 Active NZ
150,000 In-active

Customers Sourced via:

Mail order & Off-the page

Customer Profile:

The Magnamail Catalogue range of products extends from inexpensive watches, household goods, jewellery, innovative products and clothing. Products are typical of general merchandise items via regular catalogue mailings. Predominately females in the lower socio economic groups.

Purchase History:

Products are low in cost and the average order is approximately \$55.00.

List Maintenance:

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

Targeting / Selections:

Gender, State, recency, payment method, active & in-active.

Investment:

\$350-00 / £00 Active (catalogue received minimum three times per annum)
\$180-00 / £00 In-active (pre 2005)
\$500-00 set up fee (basic)
\$850-00 set up fee (complex selections)

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

List rental is only available to Charities and Not for Profit organisation.

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Corporate Member since 1993

The logo for adma, consisting of the lowercase letters "adma" in a white, sans-serif font on a dark blue rectangular background.