



**Insert Dispatches:**

**40,000 / Month Australia**  
**15,000 / Month New Zealand**

**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. Customer base is aged 55 years plus, repeat buyers and highly direct responsive.

**Purchase History:**

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

**Restrictions :**

No general merchandise offers. Insert / Flyer must be folded to suit 110mm x 220mm envelope.

**Investment:**

\$250-00 / £00  
+ 10% GST for Australian customers  
(Minimum order 10,000 Brochures / Flyers)

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