

Prospects:

180,000 Members

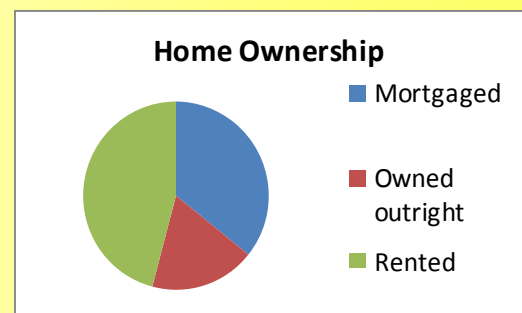
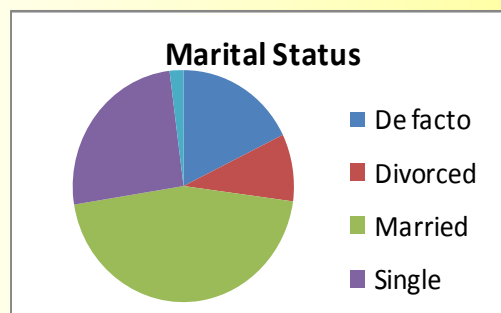
Snapshot:

The Market Choice consumer Lifestyle Survey database connects Australian consumers with promotional offers that are relevant to their lifestyle and purchase intent.

Market Choice advertisers have access to the most receptive audience while purchase intent is at its highest. Market Choice is built on the most advanced online marketing technology providing advertisers a diverse range of communication options, specifically: -

- **CPM Targeted Campaigns** (cost per thousand)
- **CPC** (cost per click)
- **CPA** (cost per action)
- **Lead Generation Question**
 - Customised Question inclusion to collect consent to receive phone follow up from advertiser.
- **Sponsored Question**
 - Customised Question inclusion with follow up eMail to responders immediately upon answering.

Relevant and timely offers that are delivered via customers preferred contact method ensure higher response and respect for brands.



Selections:

Demographics

- Age, Gender, State, Postcode & Date of Birth.

Family Profile

- Marital Status, Children Living at Home, Children's Date of Birth, Presence of Pets.

Home

- Internet Connection Type, Subscribe to Pay TV, Insurance Policy Renewal Due Date.

Money & Finance

- Mortgage Balance, Personal Income, Household Income, Loan Types (i.e. personal, investment, Margin etc), Type of Credit Card, Private Health Insurance.

Health

- Types of Conditions Suffered, Smokers.

Leisure & Interests

- Magazine you read, Sport Interests and Leisure interests

Charities

- Which Charities supported.

Work

- Full Time, Part Time, Students etc, Which Industry, Occupation & Number of Employees.

There are many other highly targeted options available as a selection criteria, accordingly please contact us for a complete overview.

Investment:

EDM Campaigns via CPM

\$250-00 / £00

\$350-00 flat set up & establishment

Telemarketing Campaigns via CPM

\$400-00 / £00

\$350-00 flat set up & establishment

Lead Generation Question

POA

Sponsored Questions

\$300-00 / £00

\$1000-00 flat set up & establishment

Banner Adds

POA

10% GST for Australian customers
(Minimum order 5,000 records)

26 Toolang Road, St Ives NSW 2075

Ph: (02) 9488 7088

Fax: (02) 9488 7044

www.tda.com.au

gdevine@tda.com.au

Corporate Member since 1993

