



Prospects:

58,148 Current Subscribers Australia
10,997 Expired Subscribers Australia (0 – 12 Mths)
28,000 Current Subscribers New Zealand
8,000 Expired Subscribers New Zealand (0 – 12 Mths)

Customers Sourced via:

Mail order, Inserts & Off-the Page

Customer Profile:

This is a highly educated and affluent member base. Readers are loyal with the average subscription length of 15 years and 80% re-new their membership. Members have an above average income with many having a professional career. The average age is 44 years, 55% male and 45% female

Purchase History:

Membership is US\$40-00 per annum with a high percentage paying by credit card.

List Maintenance:

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

Targeting / Selections:

Gender, state, Current or Expired subscribers.

Investment:

\$350-00 / £00 active.
\$280-00 / £00 expired
\$350-00 set up fee (per Country)

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

Delivery:

Please allow up to 7 working days **from acceptance** of mail piece.

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Corporate Member since 1993