

Prospects:

497,000 Australia
49,335 New Zealand

Customers Sourced via:

Mail order, Inserts & Off-the Page

Customer Profile:

This Company sells a wide range of personalised products. There are three major categories, all of which are detailed on following page

Purchase History:

Children's Product Buyers

Identity Direct and **General Merchandise** purchasers are direct response buyers who have purchased personalised products for the children they love. The majority of new names are generated during pre-Christmas and back-to-school activity between the months of August and January, 73% of purchasers are female. Products include: -

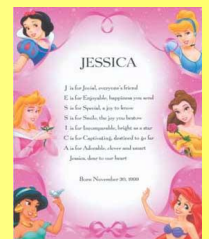
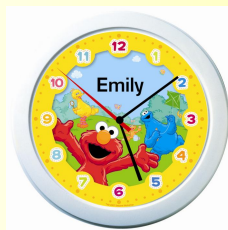
My Adventure Books are personalised children's story books for children aged between 2-8 years. Each story incorporates the child's name, address, friends name and more.

Name Poems utilise each letter of a child's name to create a personalised poem that ensures each poem is gender matched and unique. Ages 0-7 years

Name Clocks are targeted at parents and grandparents of children aged 2-10 years. Each clock integrates the child's name with their favourite Disney, Sesame Street and classic characters.

School Essentials comprise an extensive range of iron-on clothing labels, stick-on vinyl labels, lunch bags and boxes, pencils, pens and much more - all personalised with a child's name.

Catalogue purchasers are direct response buyers who have purchased products (both personalised and non-personalised) from the Identity Direct catalogue which comprises our complete range of current products and is distributed several times a year.



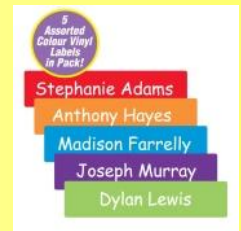
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General Product Buyers

Labels by Mail purchasers are direct response buyers who have purchased personalised name and address label products from Ortega Publishing. The flow of new names generated occurs right across the calendar year. 63% of purchasers of these products are female. Products include:

- Classic Labels
- Signature Labels
- Contemporary Labels



List Maintenance:

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

Targeting / Selections:

Gender, State, recency, Country, relationship to child, lifetime customer value & product type

Investment:

\$295-00 / £00
\$350-00 set up fee (per Country)

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

10% off cpm rate for orders over 30,000 records
20% off cpm rate for orders over 50,000 records

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Corporate Member since 1993

