



<b>Prospects:</b>	<b>520,000 Australia</b>
<b>Customers Sourced via:</b>	Internet
<b>Customer Profile:</b>	<p>PLANET49 members subscribe for the chance to win valuable prizes including electronic goods such as LCD TVs, iPhones, laptop computers, and at the highest level prestige cars such as Audi and BMW.</p> <p>PLANET49 never stops collecting new data, with ongoing acquisition campaigns driven by a huge ad-spend on leading internet portals and partner sites. With <b>70,000 +</b> new members being added monthly in Australia this is a huge file with a wonderful opportunity to tap a valuable data stream for integrated campaigns or stand-alone direct mail, email or telephone.</p> <p>There is a good cross section of age and Household Income groups as a selection criteria.</p> <p>Based on experience in the UK and Europe this data works well for publishers, fundraisers, finance, travel, entertainment as well as general mail-order.</p>
<b>List Maintenance:</b>	Fully personalised, privacy compliant, genuine direct responsive purchasers, updated daily and well maintained by the list owner.
<b>Targeting / Selections:</b>	Gender, Date of Birth, Household Income Ranges, State, recency, County / Metro split, Mobile and Landline numbers as well as EDM.
<b>Investment:</b>	\$260-00 / £00 Postal From \$300-00 / £000 eDM  \$375-00 set up fee
<b>Selection Fee/s:</b>	\$15-00 / £00 Recency \$15-00 / £00 Hotline \$15-00 / £00 Age \$15-00 / £00 Household Income \$15-00 / £00 Gender \$15-00 / £00 State / Postcode  10% GST for Australian customers \$15-00 International delivery fee (Minimum order 5,000 records)

26 Toolang Road, St Ives NSW 2075

Ph: (02) 9488 7088

Fax: (02) 9488 7044

[www.tda.com.au](http://www.tda.com.au)

[gdevine@tda.com.au](mailto:gdevine@tda.com.au)

Corporate Member since 1993