



Prospects:	305,000 + Australia
Customers Sourced via:	Mail order & Off-the page
Customer Profile:	32% male 68% female and thought to be 30yrs plus. These purchasers have demonstrated an interest in health, pain relief products, sliming, Gardening, Music Buyers and Beauty.
Purchase History:	Average dollars spend of \$50. Product categories include: - Health Book Buyers, Health Product Buyers, Diet Product and Book Buyers, Cosmetic Product and Book Buyers, Pain Relief Product and Book Buyers, Garden Product and Book Buyers, General Merchandise Buyers. 60% of customers being multi purchasers
List Maintenance:	Fully personalised, privacy compliant, genuine direct responsive purchasers, updated daily and well maintained by the list owner.
Targeting / Selections:	Gender, State, recency, multi buyers, hotline, payment method and product purchased categories: - Health book buyers, health product buyers, diet product and book buyers, cosmetic product and book buyers, pain relief product and book buyers, garden product and book buyers, general merchandise buyers.
Investment:	\$280-00 / £00 \$350-00 set up fee
Selection fee/s:	\$25-00 / £00 Hotline \$25-00 / £00 Product purchased categories \$50-00 / £00 Multi buyers 10% GST for Australian customers \$15-00 International delivery fee (Minimum order 5,000 records)