



Insert Dispatches: **15,000 / Month Australia**
2,000 / Month New Zealand

Customers Sourced via: Mail order

Customer Profile: The customers are purchasers of health books. Titles include: - The Doctors Book of Home Remedies for Women, Low Fat Living, New Choices in Natural Healing and Hard Body Plan. The customer base is 68% female, 22% male and 10% Unknown. Majority are aged 40 years and over and a small segment of ~~Men's~~ Health+being 28 . 45 years.

Purchase History: The average dollars spend is \$60-00 and the majority have paid via credit card.

Restrictions Weight up to 10 grams DL size (110mm x 220mm)
Weight up to 25 grams C5 size (150mm x 210mm)

Investment: \$200-00 / £00 DL size
\$280-00 / £00 C5 size
+ 10% GST for Australian customers
(Minimum order 5,000 records)

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