



Prospects:

134,000 Purchaser's Australia
70,000 Enquirer's Australia
33,000 Purchaser's 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 with 57% Metro 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.

List Maintenance:

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

Targeting / Selections:

Gender, State, recency, payment method, Buyers and Enquirer's

Investment:

Purchaser's
\$325-00 / \$00 - (0 - 6 Mths)
\$295-00 / \$00 - (7 - 24 Mths)
\$275-00 / \$00 - (24 Mths +)
Enquirer's
\$295-00 / \$00 - (0 - 6 Mths)
\$275-00 / \$00 - (7 - 24 Mths)
\$250-00 / \$00 - (24 Mths +)

Charity rates

Purchaser's
\$295-00 / \$00 - (0 - 6 Mths)
\$275-00 / \$00 - (7 - 24 Mths)
\$255-00 / \$00 - (24 Mths +)
Enquirer's
\$275-00 / \$00 - (0 - 6 Mths)
\$255-00 / \$00 - (7 - 24 Mths)
\$230-00 / \$00 - (24 Mths +)

\$350-00 set up fee
10% GST for Australian customers
\$15-00 International delivery fee
(Minimum order 5,000 records)

Data must be delivered direct to the nominated Mail House and end user retention for any reason is strictly prohibited.

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Corporate Member since 1993

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