

**Insert Dispatches:**

**40,000 / Month Australia**

**Customers Sourced via:**

Mail order, Inserts, Internet, Joint Ventures and Telemarketing.

**Customer Profile:**

Scholastic at Home offers some of the most popular book clubs and book series in Australia and deliver these reading programs direct to their members letter boxes. As a leading Direct-to-Home parent resource, Scholastic at Home aims to provide parents with a range of children's books that are designed to encourage and foster a genuine lifelong love for reading, learning and discovery.

**Purchase History:**

89% of members are female / mothers aged 18 - 44 years with an average dollar spend of \$75-00. Product range best suited to families with children aged between 0 - 12 years. 66% Metro and 34% Rural.

**Opportunities**

**Non-selective Inserting**

- Reach all active Members in that chosen month
- National Distribution
- Your insert receives coverage across the whole Scholastic at Home product range

**Intelligent Selective Inserting**

- Insert by Postcode range
- Match your insert to any product group in the Scholastic product range
- Or use a combination of Postcode and product range,

**Restrictions**

Weight up to 7 grams, DL size (105mm x 210mm)

Heavier inserts may be accepted at a revised cost. (POA)

**Sample piece must be supplied prior to order acceptance**

**Investment:**

\$110-00 / £00 (Non-selective Inserting)

\$140-00 / £00 (Intelligent Selective Inserting)

+ 10% GST for Australian customers

(Minimum order 10,000 inserts)