



**Prospects:**

**950,600 Australian Active Members**

**Customers Sourced via:**

Compiled

**Customer Profile:**

**What is a NSW Seniors Card?**

A Seniors Card is a discount and concession card which provides NSW Senior Card members with access to a range of discounts on products offered by Partner companies. You are eligible for a NSW Seniors Card if you: -

- are 60 years of age or over
- are a permanent resident of NSW; and
- work no more than 20 paid hours per week

Members are highly receptive to discount offers. Many responding to interests on the following topics: -

- Computers - 42,900 responders
- Cooking - 49,000 responders
- Craft - 32,200 responders
- Dining Out - 54,000 responders
- Gardening - 55,800 responders
- Golf - 18,000 responders
- Reading & Movies - 110,000 responders
- Sport - 30,000 responders
- Travel - 178,000 responders
- Wine - 14,000 responders

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)

Continued.....

Corporate Member since 1993





**Marketing Opportunities:**

**NSW Only**

Postal Data - 952,000 members approx

eMail - 75,000 members approx

Insert Placement - please refer to the [Package Inserts+page](#) on our website

**List Maintenance:**

Fully personalised, privacy compliant, updated daily and well maintained by the list owner.

**Targeting / Selections:**

Gender, Postcode, age bands & special interests

**Investment:**

**Postal or eMail Data**

\$300-00 / £00 base rate

\$500-00 set up fee

10% GST for Australian customers

(Minimum order 10,000 records postal)

(Minimum order 30,000 records eMail)

Please allow up to *10 working days* for approval

**Restrictions:**

Direct mail campaigns are only available via NSW Seniors Card nominated mail houses. End user must use Seniors Card branded outer envelopes and Seniors Card introductory letter. Please contact us for specific details and a complete overview.

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