

WINDSOR MAIL

Prospects:	265,000 + Australia 10,000 + New Zealand
Customers Sourced via:	Mail order, Inserts & Off-the Page
Customer Profile:	85% female with the average age thought to be 40-50 yrs.
Purchase History:	With over 50% of the customers being multi-purchasers this list is highly responsive. Purchasers of jewellery from sterling silver charms to gold and diamond jewellery, as well as many other general merchandise products . i.e. travel bags, music, home-wares, bedding and gardening equipment. Dollar spend ranging from AUD\$10 . AUD\$350. The majority of customers pay on their credit cards and regularly purchase from the list owners monthly catalogue mailings.
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 (i.e.: - credit card holders), single/multi purchasers.
Investment:	\$300-00 / £00 \$350-00 set up fee 10% GST for Australian customers \$15-00 International delivery fee (Minimum order 5,000 records)