



<b>Prospects:</b>	<b>400,000 Australia</b>
<b>Customers Sourced via:</b>	Mail order, Inserts & Off-the Page
<b>Customer Profile:</b>	The typical Damart customers has a high disposable income, is mail order responsive and 65% of the customers are female.
<b>Purchase History:</b>	<p><i>Active Customers:</i> - Majority of these customers have purchased via credit cards and the list owner mails the active file at least 8 times per annum. Products purchased span thermolactyl outer and underwear for women, men and children, women's fashion apparel, women's footwear, and women's lingerie.</p> <p><i>In-active Customers:</i> - These are customers who are mailed by Damart at least 4 times per annum. They have purchased in the last 24 to 48 months.</p>
<b>List Maintenance:</b>	Fully personalised, privacy compliant, genuine direct responsive purchasers, updated daily and well maintained by the list owner.
<b>Targeting / Selections:</b>	Gender, state and recency.
<b>Investment:</b>	<p>\$250-00 / £00 Active \$175-00 / £00 Inactive</p> <p>\$350-00 set up fee</p> <p>10% GST for Australian customers \$15-00 International delivery fee (Minimum order 5,000 records)</p>
<b>Restrictions:</b>	This customer file is not available to competitive merchandisers, fundraisers and sweepstake/competition promoters

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The logo for adma, consisting of the lowercase letters "adma" in a white, serif font, set against a dark blue rectangular background.