



**Prospects:** **105,600 Australia**

**Customers Sourced via:** DRTV & On-line Buyers

**Customer Profile:** Ratio 55% female 45% male with a significant portion of the customers being multi-buyers. Using modelling techniques we can ascertain the following profile for the customer base: -

- **Age Range (Majority) - 35 - 64 years**
- **Household Income (average) - \$AUD88,000**
- **Dwelling Type - Houses / Homer Owners**
- **Disposable Income - Medium**
- **Household Composition - Older Families / Married /Females**

**Purchase History:** Customers have purchased from a wide range of general merchandise either by the highly discounted online store Deals2u and/or their DRTV innovative discount store TVP Direct. The file consists of many repeat buyers with the majority paying by 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 (Credit Card or all others), Dollar Spend, Product Category and Multi Purchasers.

**Investment:** \$325-00 / £00 Base rate

**Selection fee/s:** \$350-00 set up fee

**Package Insert Dispatch** - Price upon application  
(Exact size and weight required prior to us being able to quote).

10% GST for Australian customers  
\$15-00 International delivery fee  
(Minimum order 5,000 records)  
Please allow up to 3 working days for data delivery



Corporate Member since 1993



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