



BLACK HORSE

Volume	Australia - 10,000 + prospects New Zealand - 3,000 + prospects
Sourced	Postal & Internet
Customer Profile	These highly receptive consumers have responded to an offer to receive a cash award that is guaranteed to be paid to them. In addition, when they call in they are given the opportunity to purchase articles of jewelry. These customers are Aged 45+.
Purchase History	Single Buyers - Jewelry US\$25.00.
Targeting Attributes	Recency, Gender & State
Marketing Channels	\$320-00 / '000 Postal \$375-00 Flat set up fee
Investment	+ 10% GST for Australian customers Terms and Conditions