



BRIGHT LIFE

Volume	Australia – 265,000 prospects
Sourced	Mail order & Off-the Page
Customer Profile	The customer base is 75% female 55 years plus predominantly 55 years plus. A very good file to target “older” consumers.
Purchase History	Over 200 products within one catalogue e.g. Mini key chain alarm clock, magnetic inner-soles, picture clocks, pain relief knee support, and 300 piece drill set and many other innovative items.
Targeting Attributes	Gender, State & recency
Marketing Channels	Postal
Investment	\$350-00 / '000 \$350-00 set up fee + 10% GST for Australian customers Terms and Conditions