



## CENTURY MAIL

Volume	Australia – 90,000 prospects
Sourced	Mail order & Inserts
Customer Profile	Century Mail's mail order catalogue sells a large variety of general merchandise, spanning 17 product categories from health, beauty and personal care products to clothing, household, kitchen and cleaning items as well as books, jewelry and gifts.
Purchase History	Product costs range from \$8.00 to \$400.00 with an average order value of \$70.00. 65% of the file are female, with 25% male and 10% unknown gender.
Targeting Attributes	Gender, State & Recency.
Marketing Channels	Postal
Investment	\$330-00 / '000 Base Rental Additional \$5-00 / '000 Gender \$10-00 / '000 Payment Method \$10-00 / '000 Dollar Spend \$15-00 / '000 State / Postcode \$420-00 Flat set up & Delivery fee  + 10% GST for Australian customers <a href="#">Terms and Conditions</a>