



FOX COLLECTION

Volume	Australia – 200,000 prospects
Sourced	Mail order, Inserts & Off-the Page
Customer Profile	<p>This file comprises mostly female buyers of an extensive range of art and craft products.</p> <p>Active Customers: - These are customers who are mailed at least 6 times per annum by Fox Collection. They have all purchased within the last 24 months.</p> <p>In-active Customers: - These are customers who are mailed by Fox Collection at least 4 times per annum. They have purchased in the last 24 to 48 months.</p>
Purchase History	Products include cross stitch frames, needlework, embroidery pillows and wall hangings, children's craft products, how-to books to decorating kits, threads and tools.
Targeting Attributes	Gender, State, recency, payment method, active / in-active, dollar value and multi or single buyers.
Marketing Channels	Postal & Insert Space
Investment	<p>\$350-00 / '000 Active \$250-00 / '000 Inactive POA – Insert space \$350-00 set up fee</p> <p>+ 10% GST for Australian customers Terms and Conditions</p>