



The
DevineAlternative

consumer list specialists

HEALTH CONSCIENCE SENIORS

Volume	Australia – 50,000 prospects
Sourced	Mail order
Customer Profile	Consumers who are Aged 60+ with an interest in their Health.
Purchase History	These are high value consumers, average purchase value being \$200 + and the majority are credit card holders.
Targeting Attributes	Gender, State & Recency.
Marketing Channels	Postal
Investment	\$350-00 / '000 Base Rental \$350-00 flat set up fee + 10% GST for Australian customers Terms and Conditions

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