



## HEALTH PRIDE

Volume	Australia – 500,000 prospects New Zealand – 110,000 prospects
Sourced	Mail order & Off-the Page
Customer Profile	70% female and 30% male with most buyers profiled at being 45 yrs. plus. These customers are very familiar with direct mail as this list is predominately mail order responsive from regular catalogue mailings as well as being mailed 3 <sup>rd</sup> party offers.
Purchase History	The average dollar spend being \$55-00. The majority of these customers pay via their credit card.
Targeting Attributes	Gender, State & recency
Marketing Channels	Postal & Inserts
Investment	\$330-00 / '000 POA - Inserts \$350-00 set up fee  + 10% GST for Australian customers <a href="#">Terms and Conditions</a>

