



MAGNAMAIL

Volume	Australia - 400,000 prospects New Zealand - 90,000 prospects
Sourced	Mail order, Off-the page & Online
Customer Profile	Magnamail customers are the traditional mail order buyers. Aged 50 years plus who love receiving mail order catalogues. High percentage being female predominately in the lower socio economic groups.
Purchase History	The Magnamail Catalogue range of products extends from inexpensive watches, household goods, jewelry, innovative products and clothing. Products are typical of general merchandise items via regular catalogue mailings Products are low in cost and the average order is approximately \$55.00.
Targeting Attributes	Gender, State, recency, payment method, active & in-active.
Marketing Channels	Postal & Inserts
Investment	List rental is only available for charities or on a swap arrangement \$350-00 / '000 \$500-00 set up fee or \$500-00 flat swap rate POA - Inserts + 10% GST for Australian customers Terms and Conditions