



MANCHESTER DIRECT

Volume	Australia – 16,700 Prospects
Sourced	Online and Mail Order
Customer Profile	<p>These customers have purchased Manchester items for the bedroom, bathroom & Living rooms. Brands such as Sovereign, Four Seasons, Riverina and DreamMakers Bedding products. The file is predominately females aged 45 yrs. plus. Through modeling the file we have ascertained the following:-</p> <p>Household Composition - Older Families 78% - Owner Occupied 41% - 5 years plus residency</p>
Purchase History	<p>20% of this file is a genuine repeat buyer and over 90% pay via their credit card. Dollar spend ranging from \$65 - \$1000, the current dollar spend average being \$200-00.</p>
Targeting Attributes	Gender, State, Recency & Postcode.
Marketing Channels	Postal
Investment	<p>\$330-00 / '000 - Postal \$375-00 Flat set up fee</p> <p>+ 10% GST for Australian customers Terms and Conditions</p>