



Volume

Australia

- 58,000 Active Subscribers
- 10,900 Expired Subscribers

New Zealand

- 28,000 Active Subscribers
- 8,900 Expired Subscribers

Sourced

Mail order, Inserts & Off-the Page

Database Overview

This is a highly educated and affluent member's base. Readers are loyal with the average subscription length of 15 years and 80% re-new their membership. Members have an above average income with many having a professional career. The average age is 44 years, 55% male and 45% female. Membership is US\$40-00 per annum with a high percentage paying by credit card.

Targeting Attributes

Gender, state, Current or Expired subscribers.

Marketing Channels

Postal

Investment

\$365-00 / '000 active.  
\$295-00 / '000 expired  
\$350-00 set up fee

+ 10% GST for Australian customers  
[Terms and Conditions](#)

