



NEW MARKET HEALTH (formerly Agora and IMS)

Volume	Australia – 15,800 prospects
Sourced	Mail order
Customer Profile	Customers are typically aged between 40 – 60 years and predominately males (80%). An international master file of newsletter subscribers and book buyer customers generated by the sale of Agora Health products.
Purchase History	<p>An average dollars spend of \$US120-00. Individual publications include: Health Sciences Institute, Dr Jonathan Wright's Nutrition & Healing, Dr Douglass' Real Health Breakthroughs, and Dr Atkins' Health Revelations Former Subscribers.</p> <p>Health File These proven mail-order buyers are very concerned with health-related issues. Books and reports include: Chinese Breathing, How to Fight Cancer & Win, How to Fight Prostate Cancer and Win, How to Fight Heart Disease & Win, Ki Kou, Prostate Report, The Better Vision Kit and underground Cures. These consumers are interested in alternative and traditional health offers aimed at improving the quality of their lives.</p> <p>Master file Individual publications include: Value Edge, Financial Book Buyers, Fleet Street Letter, Emerging Capital, Outstanding Investments, Health Book and Product Buyers, Porter Stanberry's Investment Advisory, Options Hotline, Oxford Club Former Members, Rickenbacker Letter, Penny Stock Fortunes, Health Sciences Institute, International Living, International Living, Strategic Investment and Travel Book buyers.</p>
Targeting Attributes	Gender & State.
Marketing Channels	Postal
Investment	<p>\$340-00 / '000 \$350-00 set up fee Reciprocal list rental may be required.</p> <p>+ 10% GST for Australian customers Terms and Conditions</p>