



QUALITY POINT

Volume	Australia - 305,000 prospects
Sourced	Mail order & Off-the page
Customer Profile	Customer file being 32% male 68% female and thought to be 45yrs plus.
Purchase History	Average dollars spend of \$50. Product categories include: - Health Book Buyers, Health Product Buyers, Diet Product and Book Buyers, Cosmetic Product and Book Buyers, Pain Relief Product and Book Buyers, Garden Product and Book Buyers, General Merchandise Buyers. 10% of customers being multi purchasers
Targeting Attributes	Gender, State, recency, multi buyers, hotline, payment method and product purchased. Categories include: - Health book buyers, health product buyers, diet product and book buyers, cosmetic product and book buyers, pain relief product and book buyers, garden product and book buyers, general merchandise buyers.
Marketing Channels	Postal
Investment	\$330-00 / '000 Base Rental Additional \$5-00 / '000 Age \$5-00 / '000 Gender \$10-00 / '000 Payment Method \$10-00 / '000 Dollar Spend \$15-00 / '000 State / Postcode \$420-00 Flat set up & Delivery fee

Reciprocal rental maybe be requested prior to approval

+ 10% GST for Australian customers

[Terms and Conditions](#)

