



## READERS DIGEST

Volume	Australia - 250,000 + Active prospects New Zealand - 70,000 + Active prospects
Sourced	Predominately Mail order & Inserts
Customer Profile	The customer base is 68% female, 22% male and 10% Unknown. Majority are aged 40 years plus.
Purchase History	Without doubt, Readers Digest is one of Australia's most well-known book and magazine publishers. Many customers ordering several times throughout the year.
Targeting Attributes	Gender, State & recency.
Marketing Channels	Postal and Inserts
Investment	<b>Active Buyers</b> <i>Postal Data</i> \$340-00 / '000 (0 – 12 Mths recency) POA (13 – 24 Mths recency) <i>Inserts</i> POA  \$350-00 set up fee
Special Note	<b>Charity Rate</b> Charity rates are available for orders of 20,000 + records POA \$350-00 set up fee  Data availability is restricted so not to 'overload' the customer base. As a result the customers will be more receptive to your offer. With this in mind we urge you to book early and secure your rental / campaign date.

+ 10% GST for Australian customers

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