



## WINDSOR MAIL

Volume	Australia - 265,000 + prospects New Zealand - 10,000 + prospects
Sourced	Mail order, Inserts & Off-the Page
Customer Profile	85% female aged 50 yrs. + with over 25% of the customers being multi-purchasers this list is highly responsive.
Purchase History	Purchasers of jewelry from sterling silver charms to gold and diamond jewelry, as well as many other general merchandise products – i.e. travel bags, music, home-wares, bedding and gardening equipment. Dollar spend ranging from AUD\$10 – AUD\$350. The majority of customers pay on their credit cards and regularly purchase from the list owners monthly catalogue mailings.
Targeting Attributes	Gender, state, recency, payment method (i.e.: - credit card holders), single/multi purchasers.
Marketing Channels	Postal
Investment	\$300-00 / '000 \$350-00 set up fee  + 10% GST for Australian customers <a href="#">Terms and Conditions</a>

