



Volume

Australia - 296,000 prospects

Sourced

On / Off-line Survey's / Wine Club Offer Responders

Database Overview

The Wine Drinkers database offers the chance to target prospects with detailed interests in wine.

Consumers who have indicated they regularly purchase and consume wine have been collated from a wide range of sources including on / off-line surveys and past responders to wine offer campaigns.

Targeting Attributes

Gender, State, Postcode, Age Range, Preference - Red / White / Rose / Sparkling, Volume Consumed, Amount spent per bottle, People who dine out regularly, Disposable Income Indicators, Household Income Levels & Prophe\$y (credit demand).

Marketing Channels

Postal, EDM & Telemarketing

Investment

\$300-00 / '000 eDM

\$330-00 / '000 Postal

\$400-00 / '000 Telemarketing

\$480-00 / '000 Postal & Telemarketing

CPA - Available on request (sample html offer required)

CPC - Available on request (sample html offer required)

+ 10% GST for Australian customers

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