

Palani Health/Diet Mail Order Buyers Australia

Average Monthly Universe **12,000**
168,000 / \$265.00/M

This is one of the largest files of Australian Health-Oriented and General Merchandise Mail Order Buyers. It is almost exclusively derived from direct mail and is updated and cleaned regularly. This file has worked well for a wide range offers including books, general merchandise, continuity programs, lotteries, fund-raising and insurance.

Health Pride Catalogue & Space Ad Buyers also available.

Purchases of a wide variety of housewares, garden, clothing, general merchandise and health-related items. List is generated 90% direct mail, 10% space ads, package and media inserts. Average order \$45-\$50 and 85% are female.

Credit Card Buyers from above files. No sub-select available. These credit card buyers are taken from the Health Pride Catalogue and Space Buyer files as well as older buyers of health books, fitness and slimming products.

However, many names used from other files are flagged to avoid duplication.

Post Coding: All lists 4-digit post coded.

Accuracy Estimate: 96%, postage refunded on all returns exceeding estimate.

Reciprocation is not required.

Prices are quoted in US Dollar

1. Rental forms must be completed for each new mailer requesting approval on list rental orders. Copying of the list is forbidden. List is seeded to detect unauthorized use. All rentals are for a one time use only. A full sample mailing piece must be provided.
2. Payment is due 30 days from mail date, unless otherwise stated at time of your order. Prepayment required for all new mailers. Orders cancelled after files have been processed will be charged a minimum \$75.00 flat fee and any applicable processing charges. Orders cancelled after mail date requires payment in full.
3. Recognized List Brokers will receive reciprocal commissions up to 20%, at time of payment. Any deductions made must have prior approval.
4. JR Direct is acting as an agent and cannot guarantee your results. Pricing, currency and counts subject to change without notice. Taxes extra where applicable.
5. Please allow up to 7 business days for list owner approval and data processing.

Contact the following Account Executive for further assistance:

Sheri Tanner
Tel +1 604 940 0277

sheritanner@jrdirect.com
(ext 146)

AUSTRALIA

Date Recommended: 4/28/10

Recommended By:

Sheri Tanner
sheritanner@jrdirect.com

Datacard updated: 4/16/2010

Update Frequency: Daily

Gender:

85% Females

Unit of Sale:

\$45.00 - \$50.00 AUD

Source:

90% Direct Mail
10% Space
Ads/Package/Media Inserts

Selections:

Last 6 Months	\$35.00 / M
Last 7-12 Months	\$15.00 / M
List Segment	\$10.00 / M
Gender	\$5.00 / M
Keycoding	\$5.00 / M
Postcode	\$5.00 / M

Addressing:

E-Mail \$25.00 / F

Minimum Order:

5,000 records

Sample required

Members of: ADMA, BCAIM, CMA, DMA, DMAI, FEDMA