

Bookman Health

Bookman Home Library (also trades as Bookman Health) is an established Australian mail order seller and publisher of health books specialising in natural health. Books are sold primarily via direct mail, with some distribution into retail bookstores.

Bookman has a database of 165,000 health conscious consumers in Australia and New Zealand who have purchased books relating to natural health and self help. This is one of the largest and most responsive files of Australian and New Zealand health book buyers. Best selling books over the years include; The Australian Drug Guide, Second Youth, The Nature Doctor, Your Body's Most Powerful Healers, The Ancient Secrets of Youth as well as many other books on natural remedies, pain relief, weight loss, anti-ageing and sexual health.

All names are direct reponse buyers generated from offers mailed monthly. Customers order by phone, mail, fax and email and pay at time of ordering. There is a high percentage of credit card users and repeat buyers.

The file is approximately 66% female and 34% male and are typically aged between 40-75 years.

The file is direct mail reponsive to a wide range of offers including vitamins and supplements, general merchandise, continuity programs, fundraising and insurance. It is updated and cleaned continuously.

::Quantity 165000 (AUS) 25000 (NZ)

::Selections State
Postcode
Gender
Recency of Purchase
Product
Method of Payment
Contact Type

::Pricing

Rental Mailing: \$300.00 per 1000 records
Set Up Fee \$350.00
Delivery Fee \$25.00

::Minimum Order 5000 records

::Deliverability 95%

::Lead Time 5 days

::Notes

Extra Selection Costs;
Urgency fee data delivery within 48 hours \$50.00

::Terms & Conditions

List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.

We require a signed copy of our list rental agreement and order form prior to any order being processed.

Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.

The List Group - Direct Marketing List Management & Brokerage
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