

## Global Shop Direct DRTV buyers

As Seen on TV!

Reach DRTV impulse buyers of a range of innovative household and personal products including from kitchen appliances, vacuum cleaners, personal items including gym equipment and hair straighteners to scrapbooking kits and ladders.

Testing is strongly recommended by all mail order companies, health and beauty offers, as well as children, education, astrology, cooking, craft, charity, gardening and lifestyle mailers.

These are high value consumers. The average Spend per order is \$200 AUD. 95% of buyers have paid using a credit card. 33% have ordered using the internet.

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**::Quantity** 220,000

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**::Pricing**

**Rental** Mailing Data: \$300.00 per thousand records  
**Set Up Fee** \$300.00  
**Delivery Fee**

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**::Minimum Order** 5000 records

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**::Deliverability** 95%

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**::Lead Time** 5 working days

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**::Notes** Recency selection - \$20 per 1000  
Product & Order Value - \$30 per 1000  
Gender - \$10 per 1000  
0-3 month Hotline Records - \$330 per 1000  
State/Postcode - \$20 per '000

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**::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.

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