

Fox Collection Craft Catalogue Buyers

This file comprises mostly female buyers of an extensive range of art and craft products ranging from cross stitch frames, needlework, embroidery pillows and wall hangings, children's craft products, how-to books to decorating kits, threads and tools.

The list owner mails six times per year. All names are direct response generated, with the age range starting from early 20's to senior citizens. Majority of records are made up of women between 20 to 40 years of age.

Average purchase is around \$70.00. Almost 60% of the file is regional areas.

Fox Collection customers fit into three recency categories:

Actives

These are customers who are mailed at least 6 times per annum by Fox Collection. They have all purchased within the last 24 months.

Inactives

These are customers who are mailed by Fox Collection at least 4 times per annum. They have purchased in the last 24 to 48 months.

Inactives Prior 1999

These are customers who are mailed less than 4 times per year.

::Quantity 200000 (AUS) 12000 (NZ)

::Selections Nth Selection
State/Postcode
Gender/Recency
Purchaser/Enquirer
Multiple/Single Purchase
Value of Purchase

::Pricing

Rental Mailing: \$250.00 per 1000 records
Active Buyers: \$250.00 per 1000 records
Inactives: \$175.00 per 1000 records
Inactives Prior to 1999: \$125.00 per 1000 records

Set Up Fee \$300

Delivery Fee \$25.00

::Minimum Order 5000 records

::Deliverability 95%

::Lead Time 5 days

::Notes These names are not available to competitive merchandisers, fundraisers and sweepstake promoters.
This list must be processed by an independent mailing house or bureau and a sample of the mailing material must be submitted for the list owner's approval. It is available for a one-time rental only. Privacy agreement must be signed.

::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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