

## Harlequin Mills & Boon - Good Paid Cancel

This list is made up of all customers who have purchased and paid for at least one set of romance novels. There are no bad debts and non-payers. Customers have paid by cheque (55%), credit card (27%) and money order (18%).

Harlequin Mills & Boon Reader Service customers are almost 100% female and are mostly older ladies (70% are over 45, whilst 34% are over 65). The majority of readers are married (59%) although a fifth are widowed (22%).

An overwhelming majority of our readers are at home - 69% are either homemakers or retired. A quarter of the readers are either employed in fulltime or part-time work. Mostly our readers own their own houses - 72% in fact!

As expected, leisure time's spent reading, watching TV and listening to music. When reading, the local paper is popular (60%) and 55% like to catch up with the Sunday papers. Favourite magazines include New Idea, Woman's Day, Women's Weekly and That's Life.

It's important to remember that the majority of these women are paying \$17.00 a month (NZ\$23.00 in New Zealand) to treat themselves. They also like to read - so it doesn't matter how wordy a mail paiece is - as long as it's relevent - and they were mostly brought into the fold through sweepstakes mailings. They like collecting - pewter animales, thimbles, and miniature plates. They also love traditional jewellery and "pretty" things.

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**::Quantity** 54000 (AUS) 17421 (NZ)

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**::Selections** State  
Postcode  
Gender  
Value Spent  
Recency of Cancellation Date

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**::Pricing**

**Rental** Mailing: \$220.00 per 1000 records  
**Set Up Fee** \$300.00  
**Delivery Fee** \$25.00

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**::Minimum Order** 5000 records

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**::Deliverability** 95%

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**::Lead Time** 5 days

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**::Notes**

A sample mailing must be provided. All processing must be conducted by a bureau. Rental of data is for one time use. The largest mailings occur in January/February and July/August. The file will not be able to be mailing in those months.

Hirers are required to include record number identifier on the mailing piece as first line of address in reduced font. This will facilitate dead mail updating by the list owner.

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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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