

## Harlequin Mills & Boon Responders

These people have no purchase history and their names have been obtained via their response to sampling promotions such as sweepstakes and free book offers in magazines and other media.

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 full-time or part-time work. Mostly our readers own their own houses - 72% in fact!

As expected, leisure time's spent reading, watch 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 pay \$17.00 a month (NZ\$ 23.00 in New Zealand) to read themselves. They also like to read - so it doesn't matter how wordy a mail piece is - as long as it's relevant - and they were mostly brought into the fold through sweepstakes mailings.

They like collecting - pewter animals, thimbles, and miniature plates. They also love tradition jewellery and "pretty" things.

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**::Quantity** 125200 (AUS) 39238 (NZ)

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**::Selections** State  
Postcode  
Gender  
Value spent  
Recency of Cancellation date

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**::Pricing**

**Rental** Mailing: \$135.00 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**

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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