

Agora Health File

These proven mail order buyers are very concerned with health related issues and improving the quality of their lives. They are interested in learning more about alternative therapies and cures for the common ailments.

The file is made up of consumer newsletter subscribers and book buyers such as; Heath Sciences Institute, Dr Wright's Nutrition and Healing, Dr Atkin's Health Revelations, How to Fight Heart Disease, Underground Cures, How to Fight Prostate Cancer.

Customers are acquired via direct marketing methods.

All records are generated by dm activity. Average unit of sale is US\$125-160.00. 80% of the file is male, 20% female.

::Quantity 7500 (AUS) 1703 (NZ)

::Selections State
Postcode
Gender
Recency
Hotline Names

::Pricing

Rental Mailing: \$US 195.00 per 1000 records

Set Up Fee \$US 100.00

Delivery Fee \$25.00

::Minimum Order 5000 records

::Deliverability 95%

::Lead Time 5 days

::Notes

Extra Selection Costs:

US\$25.00 per 1000 records for Hotline names

US\$5.00 per 1000 records for coding

US\$7.00 per 1000 records for country/postcode selection

US\$50.00 email fee

::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

p 1300 783 113 p +61 2 8064 7276 f +61 2 8064 7277

www.thelistgroup.com.au