



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Bookman Health

Bookman Home Library (also trades as Bookman Health) is an established Australian mail order seller and publisher of health books specialising in natural health. Books are sold primarily via direct mail, with some distribution into retail bookstores.

Bookman has a database of 165,000 health conscious consumers in Australia and New Zealand who have purchased books relating to natural health and self help. This is one of the largest and most responsive files of Australian and New Zealand health book buyers. Best selling books over the years include; The Australian Drug Guide, Second Youth, The Nature Doctor, Your Body's Most Powerful Healers, The Ancient Secrets of Youth as well as many other books on natural remedies, pain relief, weight loss, anti-ageing and sexual health.

All names are direct response buyers generated from offers mailed monthly. Customers order by phone, mail, fax and email and pay at time of ordering. There is a high percentage of credit card users and repeat buyers.

The file is approximately 66% female and 34% male and are typically aged between 40-75 years.

The file is direct mail responsive to a wide range of offers including vitamins and supplements, general merchandise, continuity programs, fundraising and insurance. It is updated and cleaned continuously.

LIST DETAILS	
Quantity	165000 (AUS) 25000 (NZ)
Selections	State Postcode Gender Recency of Purchase Product Method of Payment Contact Type
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	5 days
Notes	Extra Selection Costs; Urgency fee data delivery wiithin 48 hours \$50.00

The List Group - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276

<https://www.thelistgroup.com.au>



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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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