



data  
that  
delivers

Call us weekdays 8<sup>00</sup> - 16<sup>00</sup>

+61 2 8064 7276

## Health Improvement Book Buyers

This active and growing list is made up of health conscious individuals who have purchased by direct marketing methods a variety of health care products. The range consists of expertly written books and products on topics such as; diabetes, rheumatism to the healing properties of tee tree oil. The average purchase is \$29.00.

The customer database has been generated from direct response ads run in Australian newspapers and magazines. Payment methods are; 6742 people have paid by credit card, 10246 have paid by cheque/mail order and 655 have paid by cash. Response mechanisms have been; 178 orders by fax, 10788 orders by mail, 5798 orders by phone and 770 orders over the counter.

Although selection by age is unavailable it's estimated that the customer base is between 40 - 65 years old. The list consists of 8544 females, 6601 males and 2420 unknown gender.

All records are at home address.

LIST DETAILS	
Quantity	18,988
Selections	State Postcode Gender Recency
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	5 days
Terms & Conditions	<p>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.</p> <p>We require a signed copy of our list rental agreement and order form prior to any order being processed.</p> <p>Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.</p>

**The List Group** - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276  
<https://www.thelistgroup.com.au>