



data  
that  
delivers

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

+61 2 8064 7276

## Natural Therapies Health Product Buyers

The product range includes vitamins and herbs for well being and therapeutic remedies to relieve joint pain and arthritis. The file is made up of 70% female and 30% male buyers. Many of these people are active individuals who want to maintain or improve their overall well being and are looking for natural solution to staying fit and healthy.

The average spend is between \$48.00 and \$480.00 and many of these customers are multi-buyers.

The file is 100% direct responsive and is actively growing. Customers are obtained from insters, direct mail campaigns and off the page advertising. The list owner mails the file every second month and all dead mail is purged immediately. All records are personalised and addressed to the home.

LIST DETAILS	
Quantity	54,000
Selections	State Postcode Gender Recency
PRICING	
Minimum Order	3,500
Deliverability	95%
Lead Time	3 days
Notes	Hirers are required to include record number identifier on the mailing piece as first line of address in reduce font. This will facilitate dead mail updating by the list owner.
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

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