



Australia – Book Buyers: Pet Care

This database consists of pet owners whose passion of pampering their pets is evident in the array of books acquired on related themes.

Sourced from bookstores and mail order houses.

SEGMENTS

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|-------|--------------------|---------|
| 7,853 | Mailing List | \$190/M |
| 6,843 | Telemarketing List | \$190/M |
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| | | |

SELECTS

Geography, Gender, Recency,
Address: Business/Private

All Selects: *FREE of charge*

GEOGRAPHY

Australia

UPDATE FREQUENCY

Every 3 months

MINIMUM ORDER

Quantity: 3,000

DELIVERY

48 hours

METHOD OF ADDRESSING

Email Delivery *FREE of charge to mail house*
Floppy disc 15.00/F each
CD-ROM 50.00/F each
Labels 15.00 / M
Courier charges: at cost, Key Coding available

COMMISSION

Broker: 20%
Agency: 15%

UNIT OF SALE

n/a

RECOMMENDED USAGE

Newsletters, Periodicals, Books

SAMPLE REQUIRED