

List Profile for: Global Shop Direct

List Type: Consumer

What's This List About?	As Seen on TV!	Reach DRTV impulse buyers of a range of innovative household and personal products including from kitchen appliances, vacuum cleaners, personal items including gym equipment and hair straighteners to scrapbooking kits and ladders.
		Testing is strongly recommended by all mail order companies, health and beauty offers, as well as children, education, astrology, cooking, craft, charity, gardening and lifestyle mailers.
		These are high value consumers. The average Spend per order is \$200 AUD. 95% of buyers have paid using a credit card. 18% have ordered using the internet.
Pricing & Selections <i>ex GST</i>	# of records	220,000+
	Pricing	Postal Data Rental Base Price 30c per record/ \$300.00 Setup
	<i>Extra Selections:</i>	<ul style="list-style-type: none"> Recency selection 2c extra per record Product & Order Value 3c extra per record Gender 1c extra per record 0-3 month Hotline Records 3c extra per record State/Postcode 2c extra per record
	Minimum order	5,000 records
	Selections	<ul style="list-style-type: none"> ▪ Gender ▪ Recency ▪ Geographic ▪ Value of Purchase ▪ Product Category Purchased
Anything Else I Need To Know?	Deliverability	95%
	Terms & Restrictions	<ul style="list-style-type: none"> - List is seeded with "spies" to detect fraudulent use - List owner needs to see copy of your creative before releasing data - All mailings to be undertaken by approved mail house unless otherwise agreed
Delivery Format & Turnaround Time	Format	Emailed to you in Excel format. Ask about other formats
	Turnaround	Within 5 days after payment is confirmed.
	Payment Terms	Pre payment (unless otherwise negotiated).

