

# List Profile for: Global Shop Direct

## List Type: Consumer

<b>What's This List About?</b>	<b>As Seen on TV!</b>	
	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.	
<b>Pricing &amp; Selections</b> <i>ex GST</i>	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.	
	<b># of records</b>	220,000+
	<b>Pricing</b>	Postal Data Rental Base Price 30c per record/ \$300.00 Setup
		<i>Extra Selections:</i>
		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
<b>Selections</b>	<ul style="list-style-type: none"> <li>▪ Gender</li> <li>▪ Recency</li> <li>▪ Geographic</li> <li>▪ Value of Purchase</li> <li>▪ Product Category Purchased</li> </ul>	
<b>Anything Else I Need To Know?</b>	<b>Deliverability</b>	95%
	<b>Terms &amp; Restrictions</b>	List not to be on-sold to any other company or used to form a directory List Rental means a once-only use A sample mail piece must be submitted to list owner for approval Tele Data will need to be washed against Do Not Call Register (we can do for you)
<b>Delivery Format &amp; Turnaround</b>	<b>Format</b>	Emailed to you in Excel format. Ask about other formats
	<b>Turnaround</b>	Within 3 days after payment is confirmed.
	<b>Payment</b>	Pre payment (unless otherwise negotiated).