



REGENCY DIRECT MAIL LTD.

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RDP – Holiday Responders - Australia

Counts:

0-1 Month Hotline –	6,100
0-3 Month Hotline –	18,000

Reach Holiday Responders from RDP – the host of a range of ads for different companies to generate hot leads for their business. These high quality responders, as consumers, are drawn to the fact that they are able to do a lot of their shopping for themselves, their families and their homes in one place. The catalogues and offers are also available in Fashion, Gifts and other consumables. There are also a good mix of charities on the RDP file, with the high number of requests for Humanitarian, Animal, Medical, Children, Elderly and Religious charities; it is an invaluable source for new donors.

There are 67% females, and 33% males on this file.

These names should work extremely well for sweeps, lottery, catalogue, MIO, financial and health mailers.

Age Breakdown:

18-30 –	15%
31-40 –	20%
41-50 –	20%
51-60 –	18%
61-70 –	15%
Over 70 –	12%

Price:

Base –	£110.00/M
Postal & Phone –	£130.00/M
Postal & Email –	£150.00/M
Postal, Phone & Email –	£175.00/M

Selections:

Selects –	£10.00/M
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Delivery:

Email –	£30.00/F
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Restrictions:

A sample must be provided. All rentals are for a one time use only. All rental use is at the discretion of the list owner. List Owner may request reciprocal rentals. List Owner may request premium pricing from direct competitors.

Payment Terms:

Payment is due 30 days from invoice date.

**Orders that are cancelled after the ship date will have a US\$75.00/F cancellations fee, as well as email and selection charges.

**Full charges will apply to orders that are cancelled after the mail date.
