



# 2008/2009 Mailings



**Drop Date:** Early October 2008

**Circulation:** 600,000

**Artwork Deadline:** 1<sup>st</sup> August 2008

**State Distribution:** NSW, VIC, QLD, ROA\*  
State Splits and Half Runs Available  
\*ROA: Rest of Australia

**Target Audience:**

- 50+ with household income over \$65,000 per annum (when income is declared)
- ABC1, mostly parents, grandparents, or empty nesters
- Mail responsive, happy to buy direct

**Focus:**  
Travel, fine wine, investing, health, charity, home improvements, arts.



**Drop Date:** Early February 2009

**Circulation:** 600,000

**Artwork Deadline:** 1<sup>st</sup> December 2008

**State Distribution:** NSW, VIC, QLD, ROA\*  
State Splits and Half Runs Available  
\*ROA: Rest of Australia

**Target Audience:**

- Predominantly females 35+
- People with family-oriented interests and a huge capacity to purchase
- High level of outright home ownership
- Higher than average investment in shares, super, term deposits and insurance

**Focus:**  
100% Mail Order Purchasers in the comfort of their own home.



The above details are subject to verification. Final circulation figures and dates may vary

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