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Rodale Health Books

All magazines and books published by Rodale Press have the common theme of "how to" or "you can" focussing on the individual and what you can do to make life more natural, self reliant and healthy. Their range of books reflect this commitment of providing practical solutions for a host of environmental issues.

The list is made up of paid mail order buyers and enquirers of health books including the following publications; High Speed Healing, The Doctors Book of Home Remedies, The Practical Encyclopedia of Sex & Health, Low Fat Living, The Doctors Book of Home Remedies for Women, Sex: A Man's Guide, Symptoms: their Causes & Cures, Banish Your Belly; Make It Last.

90% of all Rodale's books are sold through direct marketing. All customers on the database are direct mail responsive with disposable income, with intersts in health, shopping by catalogues, wildlife, and the environment. The average order value is approximately \$60 and the file is made up of 68% females and 22% males and 10% Unknown Gender. Most buyers are aged 40+.

LIST DETAILS	
Quantity	58,823
Selections	State Postcode Metro/Country Paid Buyers Inquirers Gender Age (Approx. 10% of file) Recency Interest Groups
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	5 days
Notes	Fundraiser discount rate available, Please speak to your Account Manager. Hirers are required to include record number identifier on the mailing piece as first line of address in reduce font. This will facilitate dead mail updating by the list owner.

The List Group - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276
<https://www.thelistgroup.com.au>



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Terms & Conditions

List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.

We require a signed copy of our list rental agreement and order form prior to any order being processed.

Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.

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