

Baby Gift Pack

The Baby Gift Pack list is currently growing at a rate of 5000 records per month and is updated daily. The list contains the names and details of new mothers who have responded to a targeted sample pack offer nationally. Mums collect their Baby Gift Packs from a leading national retailer when their baby is between 2 and 4 months old.

Approximately 47% are first time mothers who are more likely to respond to new products, services and ideas. The newborn child and siblings dates of birth are captured and the age range is 2 months to 10 years.

The list is 100% personalised with titles and 95% of the records have telephone numbers.

::Quantity 150000

::Selections State
Postcode
Random/Nth
Flagging
Recency of response
Childrens date of birth
Gender of Child
First time Mothers

::Pricing

Rental Mailing: \$300.00
Telemarketing Data: \$440.00 per 1000 records
Mailingg and Telemarketing: \$500.00 per 1000 records

Set Up Fee \$350

Delivery Fee \$25.00

::Minimum Order 5000 records

::Deliverability 95%

::Lead Time 5 days

::Notes

Mailing \$300.00 per 1000 records
Telemarketing data \$440.00 per 1000 records
Mailing and Telemarketing data \$500.00 per 1000 records

::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.

The List Group - Direct Marketing List Management & Brokerage
p 1300 783 113 p +61 2 8064 7276 f +61 2 8064 7277
www.thelistgroup.com.au