

## Day-Timers

Day-Timers was founded over 50 years ago and has become the world's expert on time management and personal organisation. Their renowned planners are powerful, but easy-to-use, and help individuals better manage their time and enable them to achieve their personal and professional goals. Over 4.5 million people worldwide regularly use a Day-timer.

The loyal customer base invariably expand their core system with a wide range of quality business accessory lines including binders, wallets, bags, luggage, pens and tailor made forms.

Day-Timers has proved time and again to be extremely responsive to a variety of mailers including office equipment and stationery suppliers, business and consumer publications, seminar and training companies, self improvement, mail order - books, wine, fashion and charities.

The general profile is made up of males (64%), females (36%), 41% are aged 25-44 years, 39% aged 45-65 years. Approximately 56% are at business address and 44% at home address. They may typically be employed as professionals/senior management roles with incomes over \$60,000.

Their interests include:

Photography, DIY, cookery, gardening, current affairs, theatre, arts/classical/jazz music. Self improvement, home computing, science/technology and further education.

Financial Products, investment and unit trusts, high interest investments, stocks and shares. Charities, environmental, arts, civil liberties, disaster relief, third world, animals, children. Avid mail order purchasers of computer products, books, entertainment, gardening and fashion.

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**::Quantity** 92800

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**::Selections** State  
Postcode  
Gender  
Recency  
Address Type (business/home)

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**::Pricing**

**Rental** Mailing: \$275.00 per 1000 records  
**Set Up Fee** \$300.00  
**Delivery Fee**

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**::Minimum Order** 3000 records

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**::Deliverability** 95%

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**::Lead Time** 5 days processing

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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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