

Better Homes & Gardens

This list is made up of subscribers (both past and current), reader offer purchasers and competitions entrants. They are the primary purchasers of family goods for themselves and their families. Their involvement with Better Homes & Gardens inspires them in their decisions about home decorating, gardening, DIY projects, home maintenance and cooking. In addition they respond highly to competitions and giveaways.

About Better Homes & Gardens readers are made up as follows:

Age; 25-34 = 21%, 35-45 = 54%, 46-55 = 33%, 50+ = 35%.

Family; Married/Defacto = 71%, Children , 16 = 17%, Own/paying of home = 79%

Household Income; \$30,000 = 51%, \$40,000 = 41%, \$50,000 = 32%, \$60,000 = 25%

Socio-economic groups; AB = 20%, C = 24%, D = 21%, E = 19%, FG = 17%.

Approximately 65% of current subscribers are personalised.

In addition to current and lapsed subscribers Better Homes & Gardens can also offer reader offer respondees. These people have responded to exclusive Better Homes & Gardens offers that appear in every issue of the magazine. The most popular products sold are craft, gardening and homeware products.

::Quantity 71000

::Selections State
Postcode
Gender
Active/Lapsed Subscribers
Reader Offer Respondees

::Pricing

Rental Mailing: \$400.00 per 1000 records
current subscribers: \$400.00 per 1000 records
Lapsed Subscribers: \$350.00 per 1000 records
Reader Offer Respondents: \$400.00 per 1000 records

Set Up Fee \$350

Delivery Fee \$25.00

::Minimum Order 3000 records

::Deliverability 95%

::Lead Time 5 days

::Notes

Active/Lapsed Subscribers;
Active subscribers - 43000 records, Lapsed subscribers = 28000 records

Reader Offer Respondees
10000 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