

Fortune Magazine International

This list is made up of current and past subscribers to the leading international business magazine, Fortune.

The median age of subscribers is 43 years of age, average household income is \$124,800, average net worth is \$684,000, 83% are university/college graduates, 94% are employed in business, industry or a profession, 67% are in top management, 59% are director levels and above. 85% of the subscriber's companies have international dealings and 73% use personal PCs.

Approximately 56% of the file is made up of men and 16% are women. Not all records are titled.

The file is updated on a monthly basis. It has a mix of business and home addresses.

The list targets educated, successful and affluent people. It's used for a variety of upscale email campaigns such as; business and consumer publishers, financial and executive products offers.

::Quantity 12600 (AUS) 3629 (NZ)

::Selections Country
State
Postcode
Gender
Recency

::Pricing

Rental Mailing: \$US 375 375.00 375.00 per 1000 records
Set Up Fee \$US 200.00
Delivery Fee

::Minimum Order 5000 records

::Deliverability 92%

::Lead Time 5 working days

::Notes

Additional Selection Costs;

Base Costs:

Active Subscribers = 5426 records @ \$375.00 per 1000 records

Inactive Subscribers = 10803 records @ \$300.00 per 1000 records

Selection Costs:

Country, Gender, Recency, Flagging, Key Coding: \$20.00 per 1000 records

Email fee: \$50.00

::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

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