

Bounty Baby & Child

Bounty (New Zealand) is market leader in the distribution of information and educational resources to expectant and new parents and their families.

Bounty distributes the following products free of charge:

Bounty "Your Pregnancy" Publication; educational resource, written and endorsed by health professionals, providing a week by week diary to guide expectant parents through pregnancy. 96% reach of the market.

Bounty Pregnancy Information Pack; contains "Your Pregnancy" publication and local maternity and hospital service information and inserts, advertising products and services. Available from your Lead Maternity Caregiver, through antenatal clinics, general and obstetric practices, independent midwives and antenatal educators.

A new publication is due to be released in February 2007, which follows on from the earlier book and provides information on baby care to 2 years +. Reach 98% of the market.

Bounty Gift Pack

"Bounty Gift Pack" is given to the new mother within 72 hours of giving birth. Available from hospitals, birthing units nationwide. Also contains product, service information, samples and the new Bounty Publication.

Bounty comprises of two databases; one holding name and address details of pregnant women. There are approximately 1300 records available at any one time of which 60% have email addresses. The second list is made up of parents which children aged 6 weeks to 8 years old. There are approximately 140,000 records available, most recent have email addresses.

Updated via direct and constant contact, this list is ideal for any direct marketing campaign targeting home and family.

::Quantity 142000

::Selections Postcode
1st Subsequent Child
Gender of child
Age of Child

::Pricing

Rental Mailing: NZ\$385.00 per 1000 records
Emailing Data: \$NZ 425.00 per 1000 records

Set Up Fee \$NZ 250.00

Delivery Fee \$25.00

::Minimum Order 1000 records

::Deliverability 95%

::Lead Time 3 days

::Notes Additional Information;
Email: Cost includes data file transfer, preparation and broadcast
Terms of Hire for Email data:
-Email text is to be no longer than 500 words (72 Characters per line)
-Email format must be in ASCII Text.
-All email broadcasts must be completed by Bounty
-Email files can exceed no more than 50k

::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