

Coles Baby Club

This loyalty database is specifically designed to attract (predominantly) parents expecting a new baby and those that have children under five.

New members can join either on-line, by phone or by completing an application form at most Coles stores. Membership benefits include special offers and extra product discounts, comprehensive information leaflets on health related topics and a quarterly magazine proudly supported by the Centre for Community Child Health, Royal Children's Hospital Melbourne.

Membership to the Coles Baby Club is free. The file is constantly and meticulously kept up to date by quarterly mailings of the magazine and regular contact with members. In addition, members play a vital part in keeping their own details current so they don't miss any issues of the magazine and other associated product opportunities.

As expected, 97% of the file is made up of women of which 71% are aged between 25-39 years old. A majority of household incomes are \$30,000-\$69,999. All records are personalised. 40% of the file has email addresses.

::Quantity 331000

::Selections State
Postcode
Recency
Extra Selections

::Pricing

Rental Mailing: \$250.00 per 1000 records
Emailing: \$375.00 per 1000 records

Set Up Fee \$300.00

Delivery Fee \$25.00

::Minimum Order 5000 records

::Deliverability 95%

::Lead Time 5 days

::Notes

Extra Selections;
Gender
Age of Child/Children/Pregnant Women
Total number of children in the household
Gender of Child
Name of Child
Member's Age
Number of Adults (over 18) in household

Extra Selection Costs;

"Extra Selections"; \$5.00 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