

Consumer Masterfile

Fifteen years of investment and commitment has gone into developing and finetuning this mammoth file of over 14 million Australian and New Zealand records.

All records are fully privacy compliant and are updated or validated weekly.

This masterfile is the most comprehensive in Australia providing selections on; Mailing details, Geographical detailing, Gender, Age profiling, Length of Residence, Telephone details, Demographic profile, Household kinship, Radius search, Families, Property ownership, Income Profile, Dwelling type, Mapping.

All data has current telephone details appended. In addition to micro targeting options, this file has a high 97% deliverability guarantee and can be purchased outright

::Quantity 6 Mill+ (AUS) 750000 (NZ)

::Selections State
Postcode
Gender
Year of Birth
Age Bands (5 year bands)
Household Kinship
Number of adults
head of Household
Children & Age
Home Owner/Renter
Dwelling Type (House/unit)
Household Income
Property market value bands
Geodems

::Pricing

Rental Mailing: \$295.00 per 1000 records
Mailing and Telemarketing data: \$375.00 per 1000 records

Set Up Fee \$350

Delivery Fee \$25.00

::Minimum Order 5000 records

::Deliverability 95%

::Lead Time 3 days

::Notes

Extra Selection Costs;

\$75.00 extra per selection 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