

Damart Catalogue Buyers

This is a list of customers who have purchased from the Damart Catalogue through either mail order or at Damart retail stores. The Damart range of products spans Thermolactyl out and underwear for women, men and children, women's fashion apparel, women's footwear, and women's lingerie. The typical Damart Customer has disposable income and is highly responsive to mail order. Over 95% of the file is females. A high percentage of customers have paid via credit card.

The Damart Customer fits into three recency categories:

Actives

These are customers who are mailed at least 8 times per annum by Damart. They have all purchased within the last 24 months.

Inactives

These are customers who are mailed by Damart at least 4 times per annum. They have purchased in the last 24 to 48 months.

Inactives Prior 1999

These are customers who are mailed less than 4 times per year

::Quantity 52000

::Selections State
Postcode
Gender
Recency
Mail order/Shop Customers
Product Class
Dollar Spent
Credit Card Purchasers
Nth Selection

::Pricing

Rental Mailing: \$250.00 per 1000 records
Set Up Fee \$300
Delivery Fee \$25.00

::Minimum Order 5000 records

::Deliverability 95%

::Lead Time 5 days

::Notes

Extra Selection Costs;

Active Buyers = \$250.00 per 1000 records

Inactives = \$175.00 per 1000 records

(consumers who have purchased in the last 24 - 48 months)

Inactives prior to 1999 = \$125.00 per 1000 records

Client must submit mailing sample and mail date for approval by the List Owner prior to order placement.

These names are not available to competitive merchandisers, fundraisers and sweepstake promoters.

This list must be processed by an independent mailing house of bureau. It is available for a one-time rental only. Privacy Agreement must be signed.

::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