

Home Beautiful

This list is made up of current and lapsed subscribers of Home Beautiful, one of Australia's premier magazines dedicated to home décor.

Readers of the magazine are more interested in quality than price, they like the good things in life and like to keep up with new ideas to their home. 36% of the readers have redecorated/refurbished their home and are almost twice as likely to spend over \$5000 on renovating than the average population. Almost half of the readers enjoy doing minor repairs and alterations to their home and 67% enjoy gardening.

Typical Home Beautiful readers are female, 58% are aged between 25-49, 53% are in the AB socio-economic quintiles and work in professional/managerial or white collar positions. Their average household income is \$70,000, 20% higher than the national average, and 25% have more than \$50,000 in savings and investments.

Records are personalised and predominantly at the home address

::Quantity 25100

::Selections State
Postcode
Gender
Personalised Records
Readership Type

::Pricing

Rental Mailing: \$450.00 per 1000 records
Current Subscribers: \$350.00 per 1000 records
Lapsed Subscribers: \$275.00 per 1000 records

Set Up Fee \$250.00

Delivery Fee \$25.00

::Minimum Order 3500 records

::Deliverability 95%

::Lead Time 4 days

::Notes

Hirers are required to include record number identifier on the mailing piece as first line of address in reduced font. This will facilitate dead mail updating by the list owner.

::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.

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