



data
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Your Garden

Current and lapsed readers of Your garden, a magazine dedicated to gardening and outdoor living areas. Readers of the magazine are predominantly female and 35+ who like to keep up-to-date with new ideas to improve their homes and gardens.

Typically an average reader of Your Garden is female aged 35-64.

They own their own home and are empty nesters. They are also in the traditional family life mindset. They have busy lives - they go to galleries, take day trips and go away on weekend. 73% have some type of investment and 28% of readers have investments of \$50,000+.

Not surprisingly these people enjoy gardening and like to keep up with gardening ideas and improving their home. 79% have done work around their home in the last 12 months. They are 2.4 times as likely as the average population to have bought plants or gardening accessories, bought home wares, camping equipment and craft and hobby items.

Records are personalised and at home address.

LIST DETAILS	
Quantity	21,735
Selections	State Postcode Gender Personalised Records Readership Type
PRICING	
Deliverability	95%
Lead Time	5 working days
Notes	Hirers are required to include record number identifier on the mailing piece as first line of address in reduce 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.

The List Group - Direct Marketing List Management & Brokerage

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