



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Baby Product Buyers

This list contains the name and details of new mothers who have responded to a mail offer for personalised baby products.

The product is a special celebration memento announcing the baby's birth details such as; name, birth date, birth time, weight and length. There's also a space to fit baby's first photo. The memento is the ideal and special keepsake.

Purchases are made using credit cards, cheque and money order.

98% of the file includes telephone number. All records can be segmented by age of child and by gender (boys = 51.6% and girls = 48.4%).

All records are personalised and at home address.

LIST DETAILS	
Quantity	14,928
Selections	State Postcode Recency Childs Year of Birth Gender
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	5 days
Notes	Mailing \$320.00 per 1000 records Telemarketing data \$440.00 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

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