



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Business Product Magazine

The Business Product Review has been built from people who have responded to advertisements placed within the magazine.

The BPR magazine is inserted into leading business magazines such as; BRW, Bulletin, Manufacturers Monthly, Time and PC Weekly on a weekly basis. Readers are encouraged to complete a response coupon that outlines products of interest. All respondents are then added to the BPR database. An excellent direct response list which is mailed by the list owner six times per annum. New names are added each time the magazine is published and the list grows at approximately 8,000 new names per year.

BPR's recent research of a sample of their database confirmed the following: 70% of readers responded to an article within the magazine, 58% made a purchase within the last 0-12 months as a result of reading about a product in BPR, The average purchase was \$3,622.00

LIST DETAILS	
Quantity	51,500
Selections	Geographic Recency
PRICING	
Minimum Order	3,000
Deliverability	95%
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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