



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

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Diary & Management Tool Purchasers

Formerly known as the Debden Diaries list, this list is made up of corporate, professional business people who have purchased diary and office products via mail order.

The Debden range of products range from executive leather diaries, desk sets to office accessories. The products are of the highest quality and are positioned at the top end of the market.

Compiled and developed through direct mail response mechanisms and telemarketing communications. Reasons for building, developing and updating the list lie within a direct program requirement by the list owner to market to all segments of this base, on a monthly basis, for 6 months of the year.

Approximately 60% of the file is addressed to individuals at their business address and the balance at home. Almost 75% of the file also includes telephone numbers. Records are personalised and include salutation.

LIST DETAILS	
Quantity	4,027
Selections	State Postcode Address (Business/Private address) Gender Frequency of Purchase Value of Purchase
PRICING	
Minimum Order	2,000
Deliverability	95%
Lead Time	3 days processing
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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