



data
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Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Better Homes & Gardens

This list is made up of subscribers (both past and current), reader offer purchasers and competitions entrants. They are the primary purchasers of family goods for themselves and their families. Their involvement with Better Homes & Gardens inspires them in their decisions about home decorating, gardening, DIY projects, home maintenance and cooking. In addition they respond highly to competitions and give-aways.

About Better Homes & Gardens readers are made up as follows:

Age; 25-34 = 21%, 35-45 = 54%, 46-55 = 33%, 50+ = 35%.

Family; Married/Defacto = 71%, Children , 16 = 17%, Own/paying of home = 79%

Household Income; \$30,000 = 51%, \$40,000 = 41%, \$50,000 = 32%, \$60,000 = 25%

Socio-economic groups; AB = 20%, C = 24%, D = 21%, E = 19%, FG = 17%.

Approximately 65% of current subscribers are personalised.

In addition to current and lapsed subscribers Better Homes & Gardens can also offer reader offer respondee's. These people have responded to exclusive Better Homes & Gardens offers that appear in every issue of the magazine. The most popular products sold are craft, gardening and homeware products.

LIST DETAILS	
Quantity	72,700
Selections	State Postcode Gender Active/Lapsed Subscribers Reader Offer Respondee
PRICING	
Deliverability	95%
Lead Time	5 days
Notes	Active/Lapsed Subscribers; Active subscribers - 43000 records, Lapsed subscribers = 28000 records Reader Offer Respondee 10000 records

The List Group - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276

<https://www.thelistgroup.com.au>



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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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