



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

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Quality Point

Formerly known as Australian Health Mail Order Buyers this list is one of the largest generators of fresh direct response names (approximately 8000 per month) due to their newspaper and magazine presence. These "off the page" buyers, with a gender breakdown of 32% Males and 68% Female, have an average spend of \$50 (AUD). They have bought from a range of health, cosmetic, slimming, gardening and pain relief products and books.

This list is ideal for a variety of direct mail offers including health/lifestyle promotions, charities, catalogues and financial services and is DPID compliant.

Product Categories Available;

Health Book Buyers, Health Product Buyers, Diet Product and Book Buyers, Cosmetic Product and Book Buyers, Pain Relief Product and Book Buyers, Garden Product and Book Buyers, General Merchandise Buyers.

Formats Available: CSV, Self Adhesive Labels, or CD.

LIST DETAILS	
Quantity	402,363
Selections	Age Gender Geo / Postcode Payment Method Payment value
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	5 days
Terms & Conditions	<p>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.</p> <p>We require a signed copy of our list rental agreement and order form prior to any order being processed.</p> <p>Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.</p>

The List Group - Direct Marketing List Management & Brokerage

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