



data  
that  
delivers

Call us weekdays 8<sup>00</sup> - 16<sup>00</sup>

+61 2 8064 7276

## Industrial Relations Product Buyers and Inquirers

This exclusive list is made up entirely of buyers of products developed, targeting and marketed to business owners and senior human resource decision makers within all company sizes. The product is a concise and detailed manual which addresses topics on employee relations/industrial relation in todays work place. The manual outlines and demonstrates how to legally and practically handle human/industrial relations.

The entire list has been completely compiled using direct marketing principles. The list owner conducts direct mail campaigns on a monthly basis and as the list grows telemarketing has been introduced into the marketing mix. In most cases the contact is the owner/director or CEO of small business and the senior human resource manager, most common in medium to large companies.

Approximately 15000 Australian records include fax numbers.

All names are personalised include business title and are at business address.

LIST DETAILS	
Quantity	40000 (AUS) 20000(NZ)
Selections	State Postcode Gender Recency
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	3 days processing
Notes	A Sample of Mailing must be provided. All processing must be conducted by a bureau. Rental of data is for one time use.
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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