



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Coles Baby Club

This loyalty database is specifically designed to attract (predominately) parents expecting a new baby and those that have children under five.

New members can join either on-line, by phone or by completing an application form at most Coles stores. Membership benefits include special offers and extra product discounts, comprehensive information leaflets on health related topics and a quarterly magazine proudly supported by the Centre for Community Child Health, Royal Children's Hospital Melbourne.

Membership to the Coles Baby Club is free. The file is constantly and meticulously kept up to date by quarterly mailings of the magazine and regular contact with members. In addition, members play a vital part in keeping their own details current so they don't miss any issues of the magazine and other associated product opportunities.

As expected, 97% of the file is made up of women of which 71% are aged between 25-39 years old. A majority of household incomes are \$30,000-\$69,999. All records are personalised. 40% of the file has email addresses.

LIST DETAILS	
Quantity	331,000
Selections	State Postcode Recency Extra Selections
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	5 days
Notes	Extra Selections; Gender Age of Child/Children/Pregnant Women Total number of children in the household Gender of Child Name of Child Member's Age Number of Adults (over 18) in household Extra Selection Costs; "Extra Selections"; \$5.00 per 1000 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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