



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Century Mail

This is a list of super responsive mail order buyers. Century Mails mail order catalogue sells a large variety of general merchandise, spanning 17 product categories from health, beauty and personal care products to clothing, household, kitchen and cleaning items as well as books, jewellery and gifts. Product costs range from \$8.00 to \$400.00, however, average product cost is \$30.00 with an average order value of over \$70.00.

Customers have been generated (approx 6,000 per month) primarily through press advertising and publication inserts, and , with approximately 25% coming from the distribution of quarterly catalogues. This file is personalised with the majority of records containing titles eg. Mrs, Ms, Mr. 65% of the file are female, with 25% male and 10% unknown gender.

The list has responded well for a variety of offers including continuity programs, books, general merchandise, health & lifestyle, insurance, lotteries, charities and financial offers.

LIST DETAILS	
Quantity	109,004
Minimum Order	5,000
Deliverability	95%
Lead Time	3 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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<https://www.thelistgroup.com.au>