



data  
that  
delivers

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

+61 2 8064 7276

## Global Shop Direct DRTV buyers

As Seen on TV!

Reach DRTV impulse buyers of a range of innovative household and personal products including from kitchen appliances, vacuum cleaners, personal items including gym equipment and hair straighteners to scrapbooking kits and ladders.

Testing is strongly recommended by all mail order companies, health and beauty offers, as well as children, education, astrology, cooking, craft, charity, gardening and lifestyle mailers.

These are high value consumers. The average Spend per order is \$200 AUD. 95% of buyers have paid using a credit card. 33% have ordered using the internet.

LIST DETAILS	
Quantity	700,000+
Minimum Order	5,000
Deliverability	95%
Lead Time	5 working days
Notes	Recency selection Product & Order Value Gender 0-3 month Hotline Records State/Postcode
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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