



data  
that  
delivers

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

+61 2 8064 7276

## Craftmatic Adjustable Bed Responders

Respondants to various direct mail campaigns for offers of free information on the benefits of owning a Craftmatic® Adjustable Bed. These beds are designed for ease of use, and provide comfort as well as therapeutic benefits through massage and heat control options. They appeal to individuals with back ailments, arthritis and other conditions who are trying to improve the quality of their rest and sleep time.

Craftmatic® lists have been on the market for years in other parts of the world and they have a track record of working particularly well for offers such as sweepstakes and prize draws, household goods, health products, home entertainment, collectibles, charitable giving, financial services.

The list is updated on a monthly basis. All verification is done by telephone.

The list is ideal for any offers that appeal to the 40+ market segment

LIST DETAILS	
Quantity	411,650
Selections	State Postcode Gender
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	5 days
Notes	Extra Selection Costs; State, Postcode, Gender; \$10.00 per 1000 records Key Coding; \$3.00 per 1000 records Email Broadcast; \$60.00 Email Delivery fee; \$60.00 Recency \$25/m Net 100% net name Gender \$10 Geo \$10

**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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