



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Manchester Direct

Online and Mail Order

These customers have purchased Manchester items for the bedroom, bathroom & Living rooms. Brands such as Sovereign, Four Seasons, Riverina and DreamMakers Bedding products. The file is predominately females aged 45 yrs. plus. Through modeling the file we have ascertained the following:-

Household Composition - Older Families

78% - Owner Occupied

41% - 5 years plus residency

20% of this file is a genuine repeat buyer and over 90% pay via their credit card. Dollar spend ranging from \$65 - \$1000, the current dollar spend average being \$200-00.

LIST DETAILS	
Quantity	16,700
Selections	Gender State Recency Postcode
PRICING	
Minimum Order	5,000
Deliverability	95%
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

p 1300 783 113 or (INT) +61 2 8064 7276
<https://www.thelistgroup.com.au>