



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Onlinesubscribe

This is an Online direct response consumer database. This database is the leading online magazine subscription portal for Australia and New Zealand. The file contains over 200,000 Australian and 40,000 New Zealand consumers who have purchased a magazine subscription spanning 36 product categories. Customers have been generated primarily through press advertising and publication inserts, and online advertising. This file is personalised

with the majority of records containing titles eg. Mrs, Ms, Mr. 55% of the file are female, with 35% 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.

Main Categories

Activities

Fashion & Beauty

Teens & Kids

Adult

Food & Drink

Lifestyle

Art & Design

Garden & Outdoor

Motoring

Biz & Current Affairs

General Interest

Newspapers

Boating & Fishing

Health & Fitness

Photography

Books & Guides

Hobbies & Games

Science & Nature

Computer & Tech

Home

Sports & Outdoor

Craft

Home & Garden

Travel

Entertainment

Industry & Trade

Travel Brochures

Family

International

Weddings

LIST DETAILS

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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Selections	Gender: Age Band Recency: Payment Method Geography: Category
PRICING	
Deliverability	95%
Lead Time	4 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>

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