



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Home Beautiful

This list is made up of current and lapsed subscribers of Home Beautiful, one of Australia's premier magazines dedicated to home décor.

Readers of the magazine are more interested in quality than price, they like the good things in life and like to keep up with new ideas to their home. 36% of the readers have redecorated/refurbished their home and are almost twice as likely to spend over \$5000 on renovating than the average population. Almost half of the readers enjoy doing minor repairs and alterations to their home and 67% enjoy gardening.

Typical Home Beautiful readers are female, 58% are aged between 25-49, 53% are in the AB socio-economic quintiles and work in professional/managerial or white collar positions. Their average household income is \$70,000, 20% higher than the national average, and 25% have more than \$50,000 in savings and investments.

Records are personalised and predominantly at the home address

LIST DETAILS	
Quantity	26,600
Selections	State Postcode Gender Personalised Records Readership Type
PRICING	
Minimum Order	3,500
Deliverability	95%
Lead Time	4 days
Notes	Hirers are required to include record number identifier on the mailing piece as first line of address in reduced font. This will facilitate dead mail updating by the list owner.
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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