



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

IMP Home & Hobby File

IMP is the world's number one direct continuity publisher, with over 11 products such as; gardening, music and children's education. Separate from IMP's Continuity Buyers list which comprises of loyal collectors that have spent a minimum of \$40.00, this separate IMP list is made up of buyers who have responded to IMP's offer and only paid between \$1-39.00.

There are 80,000 records 0-24 month names selectable by product interest, dollar spend, recency, state and gender. There are a further 400,000 records that are 25+ months.

Product categories are;

Gardening Made Easy;

This series has been created to provide collectors with the inspiration and knowledge to create the garden of their dreams. Customers are either young families who are making the most of their home on a budget or older married couples, with middle income that own their own home. They have a strong interest in home base hobbies, nature, wildlife and conservation.

Discovering Wildlife;

The series is divided into 10 categories which explain everything you need to know about how animals live, eat, hunt, raise their young and who their allies and enemies are. Collectors tend to be families with children aged 6-12 years old and adults with an interest in animals, nature, conservation and the environment.

1001 recipes for Pan or Wok;

The collection contains both traditional and innovative recipes for everyday meals and special occasions, from across the globe. Each recipe is simple, easy, quick, and fresh. Collectors tend to be women aged 24-39 and 50+ who are open to new ideas and want a well balanced diet.

At Home with your PC;

This unique series is an easy to use tutorial aimed at improving computer skills. It combines a CD ROM with easy to follow skills across 900 topics. Collectors are typically older couples that have limited experience and younger couples with school age children who want to teach their children how to use a PC for internet access and games.

Classic Composer;

This Collection is made up of 60 of the world's greatest composers. Each CD contains over an hour of music, a CD book packed with fascinating facts, colour illustrations and background information. Collectors are older classical music lovers, predominantly males aged 50+.

Quick, Light & Delicious;

The series contains a multitude of hints and tips on nutrition and healthy eating. It's a collection of 1000 easy to make main dishes, light snacks and desserts. Collectors are young families and older women wanting new ideas for the kitchen.

Easy Everyday Cooking;

this series makes preparing inexpensive meals a joy. All meals are simple, fuss free and easy to prepare. Collectors tend to be mums wanting to expand their cooking expertise whilst adding variety to the family's diet.

The List Group - Direct Marketing List Management & Brokerage

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Wide Eyes Early Learning Programme;

This is aimed at children 0-5 years and is designed to teach them to master concepts such as colours, time, shape, numbers and family. Each monthly learning pack encourages different skills and introduces exciting new concepts in a fun, friendly and imaginative way. It's a great way to raise children's confidence and for parents to interact with the kids.

Great Gifts in Under 30 Minutes;

This series is a collection of beautiful, informative cards that give the collector hundreds of simple, yet unique gift ideas. Collectors are females aged 35+ with children and typically living outside main metro areas.

Almost all records are personalised

LIST DETAILS	
Quantity	80,000
Selections	State Postcode Gender Dollar Spend Recency Nth Selection Product Categories
PRICING	
Minimum Order	5,000
Deliverability	90%
Lead Time	5 days
Notes	Extra Selection Costs; Recency: 13-25 months: \$220.00 per 1000 records 25-36 months: \$190.00 per 1000 records Selections; Product category, Gender, Recency, Dollar Spend, State Random = \$30.00 per 1000 records 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.

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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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