



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Lingere & Fashion Product Buyers

A list of (predominantly) women who have purchased an exciting range of lingerie, nitewear, swimwear and coordinated garments by direct sales a mail order catalogue.

The list owner sells middle of the range valued products directly to the public. All buyers are encouraged to be added to the mailing list and receive a quarter catalogue. The average sale is \$100.00+ and many are multi buyers. Although the product range appeals to all ages the median age is 30 years old.

The records are 0-36 months old and all records are personalised and addressed to the home. This list is specifically made up of Victorian names with a majority in Melbourne.

LIST DETAILS	
Quantity	12,000
Selections	Postcode \$ Purchase Frequency of Purchase
PRICING	
Minimum Order	3,500
Deliverability	95%
Lead Time	5 days
Notes	This list not made available to competitive products. Hirers are required to include record number identifier on the mailing piece as first line of address in reduce 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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<https://www.thelistgroup.com.au>