



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Magnamail Catalogue Buyers

A list of direct response buyers.

The Magnamail Catalogue range of products extends from inexpensive watches, household ware to jewellery to clothing. Its products are typical of general merchandise companies and as expected the file is predominantly made up of females usually in the lower socio economic groups.

Products are low in cost and the average order is approximately \$55.00. The file is fully personalised with all records containing titles eg. Mrs, Ms.

LIST DETAILS	
Quantity	400000 (AUS) 303787 (NZ)
Selections	State Postcode Nth Selection Recency of Purchase Gender
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	5 days
Notes	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>