



data  
that  
delivers

Call us weekdays 8<sup>00</sup> - 16<sup>00</sup>

+61 2 8064 7276

## Merchandise Opportunity Buyers

This growing database is made up of Australian and New Zealand opportunity seekers who are eager to buy jewellery and win brand name appliances, cash and prizes.

These 100% direct mail sold buyers are spending between approximately \$19.00 - \$45.00 (US) to purchase male and female jewellery and to enter unique merchandise, cash and prize draws. Hotline names can be selected for example; in September there are 8200 Australian records and 2900 records from New Zealand.

Although most records are personalised however, a majority do not have titles and can not be selected by gender. All records are at home address.

Ideally used for sweepstakes, low-mid ticket merchandise and jewellery offers.

LIST DETAILS	
Quantity	71600 (AUS) 23518 (NZ)
Selections	State Postcode Hotline records
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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