



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Needlecraft Mail Order Buyers

This list is a highly direct mail responsive, active in-house customer database.

The list consists mostly of women who have regularly received a mail order catalogue, which sell an extensive range of craft products. This well presented catalogue is mailed every six to eight weeks and sells by mail order, an extensive range of craft and needlecraft products and accessories.

The database has been created from respondees to the catalogue and supplemented by other complimentary direct response methods such as; mail order catalogues, direct response magazines, request for membership, introduce a friend, off the page.

All records are fully personalised with titles and are all at home addresses.

| LIST DETAILS | |
|--------------------|---|
| Quantity | 75,600 |
| Selections | State Postcode Recency 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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