



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

The Bradford Group

The file, previously known as The Bradford Exchange and The Ashton Drake Galleries master files have now been combined and deduped and are now under the banner of The Bradford Group.

The Bradford Group sell limited edition collectable plates and dross direct to the public via direct response. Their range of products are beautifully designed and crafted and are in very high demand.

The Bradford Group advertise extensively within the print media which includes women's magazines, sporting magazines and TV supplements and have a very high response rate. The majority of their customers are repeat buyers and all are mail order responsive.

The average cost of the products range between \$40 and \$200. The file is updated every six months with their most recent purchasers. The records are 65% female and 80% of the file have titles. All records are at home address.

LIST DETAILS	
Quantity	13382 (Aus) 5198 (NZ)
Selections	State Postcode Gender Recency
PRICING	
Deliverability	95%
Lead Time	5 working 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>