



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Fox Collection Craft Catalogue Buyers

This file comprises mostly female buyers of an extensive range of art and craft products ranging from cross stitch frames, needlework, embroidery pillows and wall hangings, children's craft products, how-to books to decorating kits, threads and tools.

The list owner mails six times per year. All names are direct response generated, with the age range starting from early 20's to senior citizens. Majority of records are made up of women between 20 to 40 years of age.

Average purchase is around \$70.00. Almost 60% of the file is regional areas.

Fox Collection customers fit into three recency categories:

Actives

These are customers who are mailed at least 6 times per annum by Fox Collection. They have all purchased within the last 24 months.

Inactives

These are customers who are mailed by Fox Collection at least 4 times per annum. They have purchased in the last 24 to 48 months.

Inactives Prior 1999

These are customers who are mailed less than 4 times per year.

| LIST DETAILS | |
|----------------|--|
| Quantity | 200000 (AUS) 12000 (NZ) |
| Selections | Nth Selection State/Postcode Gender/Recency Purchaser/Enquirer Multiple/Single Purchase Value of Purchase |
| PRICING | |
| Minimum Order | 5,000 |
| Deliverability | 95% |
| Lead Time | 5 days |

The List Group - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276

<https://www.thelistgroup.com.au>



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

| | |
|--------------------|--|
| Notes | <p>These names are not available to competitive merchandisers, fundraisers and sweepstake promoters.</p> <p>This list must be processed by an independent mailing house or bureau and a sample of the mailing material must be submitted for the list owner's approval. It is available for a one-time rental only. Privacy agreement must be signed.</p> |
| Terms & Conditions | <p>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.</p> <p>We require a signed copy of our list rental agreement and order form prior to any order being processed.</p> <p>Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.</p> |

The List Group - Direct Marketing List Management & Brokerage

p 1300 783 113 or (INT) +61 2 8064 7276
<https://www.thelistgroup.com.au>