



data
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delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

International Masters Publishing - Responders

IMP is the world’s largest continuity publisher providing educational, creative and inspiring ideas in popular areas like home PC, craft, wildlife, space, and music. Products range from DVD/Book, CD Rom and card series.

2 million Australians have enjoyed collecting our card and book offers in the last 8 years. They are recruited with a great introductory offer via direct response media such as inserts, direct mail, and Internet. Each series is sold on a continuous system so all customers are proven mail order multi buyers.

IMP Products Include:

- Great Australian Home Baking- Card Collection on traditional baking
- Good for You- Card Collection on health & cooking
- PC 123 ABC- CD Rom & Card Collections on PC tutorial
- Weapons of War- DVD book collection
- The Classic Composers- CD Book Music Series
- Natural Killers- DVD Book Collection on wildlife
- Ancient Civilisations- DVD Book Collection on Ancient history

Customer Profile

Approximately 65% of IMP customers are female, ages 45+ with an interest in health,cooking,music & craft. Approximately 65% have children or grandchildren.

IMP Buyers File

IMP Buyers are proven mail order buyers who are no longer actively collecting their chosen product but have paid for their introductory parcel and beyond.

IMP Responders File

IMP Responders are customers who responded to our campaign offers but did not go on to collect the product.

LIST DETAILS	
Quantity	220,596
Selections	Gender Geographic Nth Product Purchased Recency State
PRICING	
Deliverability	95%
Lead Time	5 working days

The List Group - Direct Marketing List Management & Brokerage

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



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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.

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