



data  
that  
delivers

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

+61 2 8064 7276

## Kids on the Block

Families with under 12's represent a very different market where the needs of kids for clothes, toys, sporting goods, games and consoles is unique for a relatively short number of years. This list captures those households for your communications to the adult decision-makers.

Sourced from the Prospect Universe database, data integrity is maintained through regular updates and validation against other sources, whilst the addition of new records and the suppression of records that have moved or died ensures accuracy.

LIST DETAILS	
Quantity	1,600,00+
Selections	Demographic Gender Geographic Household Composition Radius Search
PRICING	
Deliverability	96%
Lead Time	3 working days
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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