



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Kaydees Gardenpost

Over the past nine years Kaydees has built a customer list of over 70,000 enthusiastic gardeners. They are by far the largest garden mail order company in New Zealand. In the peak season staff process hundreds of orders each day. In addition to selling bulbs and plants they also have an extensive gifts and hardware category.

A typical Kaydees buyer is female aged 40-45+ with a very keen interest in gardening. In addition to purchasing at regular intervals buyers receive a free printed catalogue which is distributed 4 times per year and are encouraged to join an online gardening club.

These people buy frequently and are direct mail friendly which increases the value of their prospect potential for other services and products.

All records are personalised and approximately 50% of the file has joint titles eg. Mr & Mrs Jones.

LIST DETAILS	
Quantity	70,000
Selections	Postcode Gender Recency Frequency \$ Spend
PRICING	
Minimum Order	3,000
Deliverability	95%
Lead Time	2-3 days
Notes	Please note: approximately 50% of the file has joint titles eg. Mr & Mrs Jones. 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

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