



data
that
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Call us weekdays 8⁰⁰ - 16⁰⁰

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Marie Claire Readers

As subscribers (both past and current), reader offer purchasers of competition entrants, these lists represent the most responsive of an already interactive audience. The typical reader is likely to be a visible achiever with high social optimism.

As purchasers of Australia's No.1 fashion magazine, Marie Claire readers are extremely involved in their magazine. Mainly between 20 - 39 years of age, 33% are tertiary educated, they are likely to be full time professionals and have a high disposable income. Their main focus is on fashion, style, food, entertaining, fitness, beauty and health.

Marie Claire readers are more likely than the average Australian female to be in the high socio-economic quintiles. More Marie Claire readers have tertiary education and are career oriented. Almost 60% possess a major credit card.

LIST DETAILS	
Quantity	5,000
Selections	State Recency Gender Random Selection Reader Status
PRICING	
Minimum Order	2,000
Deliverability	95%
Lead Time	5 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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