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

+61 2 8064 7276

## Mens Interests

This collection of consumer magazine subscribers is made up of the following magazines; Empire and FHM. Mostly made up of men, this group is considered more affluent and savvy. They read magazines to keep up to date with fashion and trends.

Empire (Current = 683 readers and Lapsed 0-12 months = 586 readers);

Empire is the bible for movie lovers. Empire covers all facets of screen entertainment from the cinematic premiere to the DVD home theatre revolution. It presents itself with an emphasis on photographic glamour and celebrating the many twists and turns of the most exciting industry in the world.

Being 18 to 40 years old and an avid moviegoer, the average Empire reader has a high disposable income, loves to be bombarded by brash humour and is eager to be loaded with information about commodities which fulfil their lifestyle needs.

FHM (Current 1065 readers and lapsed 0-12 months = 2790 readers);

FHM is Australia's biggest selling men's lifestyle magazine. Every issue offers the biggest and best fashion and grooming pages plus sections dedicated to health, sports, motoring, relationships, alcohol, IT, gadgets, games and all the latest in book, film and music reviews.

The FHM reader is in hi mid-to-late twenties, intelligent and in a professional position. He's overtly savvy to the latest brands and trends and uses FHM to stay ahead of the pack. Nearly half of the readers fall into the "big spending" category and they are spending their cash on fashion, fragrance, grooming products, cars and gadgets.

Records are at home address. All records are personalised.

LIST DETAILS	
Quantity	10,683
Selections	State Postocde Gender Personalised Records Magazine Title Readership Type
PRICING	
Minimum Order	3,500
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>



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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	<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>

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