



data  
that  
delivers

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

+61 2 8064 7276

## Scent of a Winner - Catalogue Buyers

This list is made up of individuals who have purchased from a merchandise catalogue offering several of today's most popular and elegant perfumes, colognes and cosmetic accessories.

All buyers have entered a time sensitive sweepstakes offering a US\$25,000 grand prize. The average order value is between AUS\$24.00 - AUS\$89.99. The list is made up of 90% females and 10% males. All records are at home address.

Recommended Usage: Sweepstakes, lottery, good luck and self improvement offers, astrology, health, general merchandise, puzzle offers, contest offers and more.

LIST DETAILS	
Quantity	100000 (AUS) 20000 (NZ)
Selections	Hotline per 1,000: \$15 Postal Code per 1,000: \$10 Gender per 1,000: \$15 Keycoding per 1,000: \$10
PRICING	
Minimum Order	5,000
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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<https://www.thelistgroup.com.au>