



data
that
delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Silverminds Music Direct

This direct response music club sells music CD's and DVD's by mail order. The music ranges from Classics to Easy Listening to Brass Bands, Military, Country, Rock, Pop, Jazz, Blues and Special Interests.

The typical buyer is married aged 50+, evenly split between males and females, is an empty nester and purchases at least 2+ times per annum. The average spend is between \$30-\$60.00.

These people also enjoy gardening, cooking, crosswords, DIY and reading. They are regular charity donors and an overwhelming amount own their own homes. All records on the file are personalised and are at home address.

The file would be suitable for a range of offers such as; health/well being promotions, magazines/books, fundraising and investment products to name a few.

LIST DETAILS	
Quantity	28,660
Selections	State Postcode Recency Gender
PRICING	
Minimum Order	5,000
Deliverability	95%
Lead Time	4 working 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>