



data
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delivers

Call us weekdays 8⁰⁰ - 16⁰⁰

+61 2 8064 7276

Thats Life

Not all Australian women are captivated by the lives and loves of celebrities. Some prefer to read about ordinary people who lead extraordinary lives. So that's what That's Life focuses on. It's just like a best friend and as a result readers are incredibly loyal.

They're also money conscious, though they still know how to splurge. They eat home more often, so they're bigger than average supermarket spenders. Interactivity is another of the magazine's drawcards. With competitions, puzzles and prizes, the majority of readers interact with the magazine each week.

That's Life includes stories on fashion, craft and cooking, quick and easy food tips, health and well being, family information and DIY ideas to bright up reader's homes.

Typically a That's Life subscriber is female aged 25+.

This file is made up of active and lapsed subscribers of the popular magazine.

LIST DETAILS	
Quantity	4,000
Selections	State Postcode Personalised Gender Readership Type
PRICING	
Minimum Order	3,500
Deliverability	95%
Lead Time	4 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.

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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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.

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