

AFFLUENT CONSUMERS AGED 55 *plus*

“Boomers will continue to dominate the affluent consumer segment for at least the next five-years, and probably the next ten, given their penchant to keep working and not retire as previous generations at 65 years”.

PROFILE

You don't need to be told that people aged 55 don't consider themselves old...and they spend accordingly if they are "financially viable". So we have specifically identified Mosaic Lifestyle groups that represent these people and given you an overview of what channels and numbers are available. This database is extracted from the most comprehensive Residential File in Australia, constantly kept up-to-date daily, with are 700,000+ records with full personalisation. Not only Postal data, you can phone them (after DNC record count shown) and Email them too.

SELECTIONS

Available by Postcode, Income, Home ownership, Gender, Length in Home and many more!

| State | Tele | Email | Postal |
|--------------|----------------|---------------|----------------|
| ACT | 10,599 | 3,094 | 25,772 |
| NSW | 119,448 | 28,385 | 245,162 |
| NT | 1,233 | 253 | 2,322 |
| QLD | 40,520 | 15,106 | 104,275 |
| SA | 18,683 | 7,829 | 46,339 |
| TAS | 3,202 | 1,030 | 7,327 |
| VIC | 90,201 | 23,610 | 212,496 |
| WA | 30,575 | 13,983 | 75,852 |
| Total | 314,461 | 93,290 | 719,545 |

| Lifestyle/Mosaic Groups | Type | Breakdown |
|----------------------------|------|--|
| Suburban Elite | A01 | The most prosperous and desirable family households in Australia |
| Long term Luxury | A03 | Settled empty-nester households situated in the wealth belt of major cities |
| Financially Savvy Families | A04 | Mature family units in affluent suburbs on the metropolitan fringe |
| Affluent Acreage | D | Affluent retirees and older couples living in sought after coastal and regional locations |
| Coastal Contentment | D15 | Older couples /singles with large disposable incomes living in desirable coastal locations |
| Ageing Gracefully | D16 | Empty-nester couples living in large houses in sought after outer metropolitan suburbs |

ACCOUNTABLE LIST BROKERS

PTY. LTD. ABN 37067 481 485

FORMAT

Upper and lower cased, emailed across in excel format.

DATA ELEMENTS/FIELDS

Title, First/Initial, Last, *Address. Suburb, State, Postcode, *Phone (Landline or Mobile) *Email.
 * = Only when ordered...plus we can append Home Ownership and many more data elements.

RENTAL USE (one off usage)... \$300 set up fee flat plus:

| Volume | One Element | Two Elements | Three Elements |
|---------------|-----------------------------------|----------------------------------|---------------------------------|
| | Mail or Email or Tele (per 1,000) | Mail or Email & Tele (per 1,000) | Mail & Email & Tele (per 1,000) |
| 0-2,000 (Min) | \$280 | \$350 | \$400 |
| 2,001-7,000 | \$270 | \$340 | \$390 |
| 7,001-10,000 | \$260 | \$330 | \$380 |
| 10,000-15,000 | \$250 | \$320 | \$370 |
| 15,001-20,000 | \$240 | \$310 | \$360 |
| 20,001-30,000 | \$220 | \$300 | \$350 |
| 30,001-50,000 | \$210 | \$290 | \$340 |
| 50,001-70,000 | \$200 | \$280 | \$320 |
| 70,001+ | \$180 | \$270 | \$310 |

Plus GST. Over 100,000 special contract rate, depending on quantity.

**Please Note – if you call & obtain permission to call back, then only Rental use is needed.*

MULTI-USE (12 month contracted... maximum twice a month) \$300 set up fee flat plus:

| Volume | Mail Only (per 1,000) | Email Only (per 1,000) | Mail & Tele (per 1,000) | Email, Mail & Tele (per 1,000) |
|----------------|-----------------------|------------------------|-------------------------|--------------------------------|
| 0-2,000 (min.) | \$340 | \$420 | \$390 | \$470 |
| 2,001-7,000 | \$330 | \$400 | \$380 | \$450 |
| 7,001-10,000 | \$320 | \$390 | \$370 | \$440 |
| 10,000-15,000 | \$310 | \$380 | \$360 | \$430 |
| 15,001-20,000 | \$300 | \$370 | \$350 | \$420 |
| 20,001-30,000 | \$290 | \$360 | \$340 | \$410 |
| 30,001-50,000 | \$280 | \$350 | \$330 | \$400 |
| 50,001-70,000 | \$270 | \$270 | \$320 | \$390 |
| 70,001+ | \$260 | \$260 | \$310 | \$380 |

Plus GST. Over 100,000 special contract rate, depending on quantity.

The Phone Numbers are already washed through the Do Not Call Register. If you are exempt from this (Charity/Research/Government Department) all Phone No's can be provided. ***There is a Minimum Order Test Quantity of 2,000 records plus \$300 set up is charged for data selection.**

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If you have your own database & not wish to double up on getting the same contacts, let us know **prior** to ordering data & we'll de-dupe it via DPID, Phone, Address or Email. (Usually free of charge but if your database is quite large, there will be a fee.)

We can match up your file with DPID codes too for \$50 per 1,000 + GST if required and add Phone Numbers or Emails to your existing database also, plus note if they are a Home Owner, have a swimming pool, solar even an indicator on their Income.

At the same time, we can tell you, at no charge, who has moved, with or without a forwarding address and who may have passed away.

Data Guarantee... 95%+ with Mailing data and 92%+ with Email/Phone Data. *This is based on the data being utilized within 21 days of delivery....particularly with Phone No's to comply with DNC Regulations.

We may require a sample of what you are sending initially to gain List Owner approval for Privacy Purposes.

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