

List Profile for: Directors & Executives At Home

List Type: Business

What's This List About?

This list of business professionals delivers a unique audience of affluent entrepreneurial individuals who have a **home-based business** (SOHO).

This list provides fresh, accurate data on professionals, their properties and leisure activities. InfoBase offers both data rental (one off use) and data lease (multi-use for 12 months). Please ask if you're not sure what this means.

InfoBase uses a proprietary data cleansing and integration system — a system that verifies and updates the database on a daily basis to ensure you only receive the highest quality data possible.

Targeting Examples:

- Travel & Leisure
- Magazine Subscriptions
- Investments
- Automotive
- Insurance
- Banking & Mortgages
- Entertainment
- Luxury Goods
- Fund Raising

Pricing & Selections

ex GST

# of records	Over 100,000 records in the database	
Pricing	Postal Data Rental	35c per record
	*Telemarketing Data Rental	35.5c per record
	Postal & Telemarketing Combo Rental	50c per record
	Setup & Delivery	\$250.00 per order
	Min order	\$1,250.00
Selections	<ul style="list-style-type: none"> - Contact Name - State/Postcodes - Gender <p>In addition to basic demographics data, there are HUNDREDS of lifestyle selections including:</p> <ul style="list-style-type: none"> - Personal & Household - Homeowner/renter - Wealth indicators - Financial data - Interests - Charity donators 	
Deliverability	95%	
Terms & Restrictions	<p>List not to be on-sold to any other company or used to form a directory</p> <p>List Rental means a once-only use</p> <p>A sample mail piece/script must be submitted to list owner for approval</p> <p>Tele Data may need to be washed against Do Not Call Register (we can do for you)</p>	
Format	Emailed to you in Excel format. Ask about other formats	
Turnaround	Within 3 days after payment is confirmed.	
Payment	Pre payment (unless otherwise negotiated).	

Anything Else I Need To Know?

Delivery Format & Turnaround