

List Profile for: People At Work – Email Database

List Type: Consumer

What's This List About?	Target Over 200,000 Australian White-Collar Workers															
	The People At Work Database is an email list targeting members of a high profile footy tipping site focused on office workers and social groups. This database is a must for advertising seeking to target white collar office workers at all levels of management and income.															
	With a 70% male skew, this Australian database offers precise targeting to a range of criteria including age, location (state & country to target expats), postcode, occupation, gender, industry and income.															
	This exclusive list restricts members to a maximum of 1 email per week, ensuring that users are not fatigued by too much campaign activity. Your campaign can be sent on any weekday.															
Pricing & Selections <i>ex GST</i>	This database requires all users to opt-in annually ensuring that data is completely refreshed every year and users are active participants.															
	-Great database to target males with a 70% skew.															
	-Personalise emails & subject by the recipient's name, e.g. Hi Chris.															
	-Target 30 occupations across 24 industries.															
Anything Else I Need To Know?	-Australian focused list with access to some expat Australians.															
	# of records	Over 200,000 members														
	Pricing	<table border="0"> <tr> <td>Email Broadcast 5-20K</td> <td>32c per email</td> </tr> <tr> <td>Email Broadcast 20K-50K</td> <td>30c per email</td> </tr> <tr> <td>Email Broadcast 50K-75K</td> <td>27c per email</td> </tr> <tr> <td>Email Broadcast 75K-100K</td> <td>22c per email</td> </tr> <tr> <td>Email Broadcast 100K+</td> <td>20c per email</td> </tr> <tr> <td>Setup Charge</td> <td>\$300.00</td> </tr> <tr> <td>Min order</td> <td>5,000 emails</td> </tr> </table>	Email Broadcast 5-20K	32c per email	Email Broadcast 20K-50K	30c per email	Email Broadcast 50K-75K	27c per email	Email Broadcast 75K-100K	22c per email	Email Broadcast 100K+	20c per email	Setup Charge	\$300.00	Min order	5,000 emails
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Selections	<ul style="list-style-type: none"> - Occupation - Industry - Income Bracket (<i>income not reliable as many members do not reveal this info</i>) - Locations (Country, State) - Age Bracket - Gender <p>See next page for full selection breakdown</p>															
Delivery Format & Turnaround	Deliverability	90%														
	Terms & Restrictions	All email sending is done by the list owner. Your email sent co-branded with list owner Reporting on clickthroughs is provided for email campaigns All campaigns subject to preapproval														
	Format	Your HTML email														
	Turnaround	Allow at least 1 week to book. All creative must be in at least 3 days prior														
	Payment	Pre payment (unless otherwise negotiated).														

By Industry

Accounting/Legal Services
 Agriculture, forestry and fishing
 Automotive
 Banking/Finance/Real Estate
 Business Services & Consulting
 Consumer Goods Retail/wholesale
 Education/Research (inc. students)
 Engineering/Construction/Architecture
 Entertainment/Media/Publishing
 Government/Military/Public Service
 Hospitality (travel/accommodation/leisure)
 Insurance/Superannuation
 IT – Software & Hardware
 IT – Telecommunications/Networking
 Manufacturing/Industrial Goods
 Marketing Services
 Medical/Healthcare
 Mining
 Mining/Resources/Energy
 Non-profit/membership organisation
 None, home maker, retired, not employed
 Other
 Telecommunications
 Transport & Logistics

By Occupation

Accounting/Tax Professional
 Administration / Office Support
 Advertising / Media / Entertainment
 Business Analyst / Consultant
 CEO / Director / Executive / GM
 Customer Service & Support
 Editor / Journalist / Writer
 Educator / Lecturer / Academic / Trainer
 Engineer
 Financial Analyst or Specialist / Banker
 Healthcare worker & Medical Professionals
 Homemaker
 Hospitality, Travel & Tourism Worker
 HR / Recruitment Professional
 IT - Administration, networking & support
 IT - Web Dev / Programmer / Designer
 Legal Professional
 Manager / Operations Co-ordinator
 Other
 Personal & Other Services
 Real Estate & Property Professionals
 Retail Worker
 Retired
 Sales / Marketing / PR
 Scientific Analyst
 Self-employment /Small Business Owners
 Student
 Technician / Trades person / Craftsman
 Transport / Manufacturing / Manual Labour
 Unemployed

By Income

Less Than \$10,000
 \$10,000 - \$19,999
 20,000 - \$39,999
 \$40,000 - \$59,999
 \$60,000 - \$79,999
 \$80,000 - \$99,999
 More than \$100,000

By Location

Any Australian state/territory.
 Africa
 Asia
 Europe
 North America
 UK
 South America

By Age

Any age.

Gender

Male/female.

By Postcode

Up to 100 Australian postcodes within each search.

Media M Group – Databases & Mailing Lists

17 Emerald Hill Place South Melbourne Victoria Australia 3205
 www.mediamgroup.com.au mail@mediamgroup.com.au
 Ph: 1300 668 287 Fax 03 8080 6469