


List Profile for: On The Go Over 55's Email Database

List Type: Consumer

| <p>What's This List About?</p> | <p>Introducing Australia's first over 55's opt-in email database! On The Go is Australia's first permission (opt-in) email database specifically targeting the over-55 market. All members are subscribers of AKA Entertainment's On The Go print magazine, so the database is always kept up to date.</p> <p>From annual lifestyle and travel magazines, to online portals, the ONTHEGO network has tapped into one of Australia's largest growing demographics.</p> <p>THE OVER 55's WHO ARE PLANNING FOR OR LIVING THEIR RETIREMENT.</p> <p>Lifestyle to travel, finance to health – this market is a wealth of consumer interest, all wanting fresh and informative communications from respected and trusting providers.</p> <p>This database is growing every day, and is constantly marketed to the Australian population through its associated networks sites.</p> <p>On The Go is perfect for Travel & Holidays, Finance products, Health and Medical, Entertainment, etc.</p> |  | | | | | | | | | | | | | | | | | | |
|--|--|---|--|---------------|--------------|---------------|---------------|---------------|----|-------|--|---------------|---------------|--------------|---------------|--------------|--------------|--------------|---------------|--|
| <p>Pricing & Selections <i>ex GST</i></p> | <p># of records Over 88,000 opt-in members</p> <p>Pricing</p> <table border="0"> <tr> <td>Per email (inc broadcast)</td> <td>55c per email. Volume discounts available.</td> </tr> <tr> <td>Setup</td> <td>\$350.00</td> </tr> <tr> <td>Minimum order</td> <td>10,000 emails</td> </tr> </table> | Per email (inc broadcast) | 55c per email. Volume discounts available. | Setup | \$350.00 | Minimum order | 10,000 emails | | | | | | | | | | | | | |
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| | <p>Selections</p> <p>-State -Gender</p> <table border="1"> <thead> <tr> <th></th> <th>NSW</th> <th>VIC</th> <th>SA</th> <th>QLD</th> <th>ACT</th> <th>WA</th> <th>NT</th> <th>TOTAL</th> </tr> </thead> <tbody> <tr> <td></td> <td>32,411 approx</td> <td>24,435 approx</td> <td>5,245 approx</td> <td>16,365 approx</td> <td>4,354 approx</td> <td>4,213 approx</td> <td>1,213 Approx</td> <td>88,236 approx</td> </tr> </tbody> </table> | | NSW | VIC | SA | QLD | ACT | WA | NT | TOTAL | | 32,411 approx | 24,435 approx | 5,245 approx | 16,365 approx | 4,354 approx | 4,213 approx | 1,213 Approx | 88,236 approx | |
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| <p>Anything Else I Need To Know?</p> | <p>Deliverability 100%. Reporting provided after campaign.</p> <p>Terms & Restrictions</p> <ul style="list-style-type: none"> - All emails are sent by the list owner - All campaigns must offer something of value to list - Only 1 send per week available - Minimum send 10,000 | | | | | | | | | | | | | | | | | | | |
| <p>Delivery Format & Turnaround Time</p> | <p>Format HTML file supplied by you. Don't have one? Talk to us!</p> <p>Turnaround Allow 2 weeks to book, 3 days to get creative in.</p> <p>Payment Terms Pre payment (unless otherwise negotiated).</p> | | | | | | | | | | | | | | | | | | | |