

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.

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.

-Australian focused list with access to some expat Australians.

Pricing & Selections ex GST

of records Over 200,000 members

Pricing	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

Selections

- Occupation
- Industry
- Income Bracket (*income not reliable as many members do not reveal this info*)
- Locations (Country, State)
- Age Bracket
- Gender

See next page for full selection breakdown

Anything Else I Need To Know?

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

Delivery Format & Turnaround

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.