

# List Profile for: Catch Business Data - Email

## List Type: Business

### What's This List About?

Catch is the online division of Reed Business Information Australia.

Catch runs market leading online directory brands, in markets such as: Manufacturing, building design and Architecture, SME business, franchising, hospitality and Agriculture.

You may be familiar with their business directories, Ferret, InfoLink, and Hot Frog.

Around 85% of emails are personalised and emails are sent to Catch Business Data subscribers.

**For the first time you can now send a perfectly legal, spam-free email to an OPT-IN business database!**

**All Emails are opt in and user verified  
Recipients are business owners  
Target by keyword and state**

### Pricing & Selections *ex GST*

<b># of records</b>	Over 50,000 records – 85% personalised	
<b>Pricing</b>	Email Campaign –sent by Catch to members	40c per email
	Setup Fee	\$300.00
	Minimum campaign spend/order	\$750.00
<b>Selections</b>	<ul style="list-style-type: none"> <li>• Keyword or Industry</li> <li>• State Selections available</li> </ul> <p><b>MAIN KEYWORD CATEGORIES</b></p> <ul style="list-style-type: none"> <li>• Accountants &amp; Accounting Services</li> <li>• Advertising &amp; marketing</li> <li>• Architects &amp; designers</li> <li>• Beauty Services</li> <li>• Health and fitness</li> <li>• Café &amp; restaurant</li> <li>• Chemist &amp; health practitioners</li> <li>• Construction</li> <li>• Construction materials</li> <li>• Education and Training</li> <li>• Finance &amp; insurance</li> <li>• Lawyers</li> <li>• Photographers</li> <li>• Real estate agents</li> <li>• Retailers</li> <li>• Tourist accommodation</li> <li>• Tradespeople</li> <li>• Web design</li> <li>• Wedding industry</li> </ul> <p>Or tell us your preferred KEYWORDS to search on, and we'll do a quote.</p>	
<b>Deliverability</b>	90%	
<b>Terms &amp; Restrictions</b>	-broadcast done by list owner -reporting on opens and clickthroughs provided to you -all campaigns subject to pre-approval	
<b>Format</b>	Your HTML email, text version, and subject line supplied to us and sent by list owner	
<b>Turnaround</b>	Allow at least 10 days to book. Creative must be in 7 days prior	
<b>Payment</b>	Pre payment (unless otherwise negotiated).	

### Anything Else I Need To Know?

### Delivery Format & Turnaround