

# List Profile for: Medical Search - Healthcare Decision Makers

## List Type: Business

### What's This List About?

Communicate with Australia's leading opt-in email database of medical and healthcare decision makers

Reach over 18,000 decision makers by sending a dedicated email promoting your business, products and services to MedicalSearch subscribers. As a trusted content provider, MedicalSearch's branded eDMs achieve significantly higher response rates than eDMs originating from unknown sources.

Continued promotion ensures MedicalSearch remains Australia's leading medical website. All members are fully opt-in, so no spamming!

### Pricing & Selections ex GST

**# of records** Over 18,000 members

#### Users by top medical sectors

General Practice 44%  
Aged Care 16%  
Medical Centre 13%  
Hospital or Clinic 12%  
Dentistry & Orthodontics 5%  
Other 4%  
Commercial Enterprise 2%  
Chemists & Pharmaceuticals Supplier 2%  
Education, Training, Government 1%

#### Users by top job functions

Practice Managers 50%  
General Managers 18%  
Doctors 11%  
CEO, Owner, Director 6%  
Pharmacist 4%  
Other 3%  
Dentists 3%  
Nurses 2%

**Pricing** Email Blast to whole or half list 30c per record  
Minimum order of 11,000 emails

**Selections** None. Blast to whole of half of list

**Deliverability** 100%

### Anything Else I Need To Know?

**Terms & Restrictions**  
- Broadcast done by list owner  
- Campaigns must offer something of value to the list members

### Delivery Format & Turnaround

**Format** Your HTML email supplied to us

**Turnaround** List heavily booked. Allow 4 weeks notice (please ask about urgent campaigns)

**Payment** Pre payment (unless otherwise negotiated).