



TARGETING



DATA



DIRECT SALES

July 2009

World Children's Fund Donors



Quantity/Price

Active Donors	62,884	DM	120/1.000
---------------	--------	----	-----------

Profile

World Children's Fund (WCF) is a global network charity helping rescue needy children who are abandoned, distressed, exploited, hungry, sick or suffering. It exists for the express purpose of promoting the aid of needy and suffering children.

World Children's Fund donors are mainly female, regular mail-order buyers with average household incomes. This list already works exceptionally well for other charities and mail order companies. This file is recommended for all charity appeals in addition to mail order, financial services, publishing, health & vitamins, gardening and crafts.

Please note that this list owner limits the amount of mail received by its donors each month. World Children's Fund does not rent to sweeps, lottery or prize draw mailers.

**Available for swap and rental.

Selections

Gender:	5/1000
Geography:	5/1000
Recency:	10/1000
Non-Reciprocal Fee:	30/1000
10 + Gift Donated:	10/1000
20 + Gift Donated:	20/1000

Delivery

E-mail: 50
 Delivery time: 3-5 working days
 Minimum amount: 5,000

Invoicing

Net name agreement: Min order qty 20,000 names: 85% netts £10/1000 run-on (de-dupe report must be received within 3 months of delivery date)
 All prices in Pounds (£).

Conditions

List supplied for one off use. List is seeded to ensure detection of unauthorised use.
 Minimum order quantity 5,000 names.
 Prices are exclusive of VAT, delivery and selections.
 Mail date & mailing piece required before approval can be given on all mailings.
 Competing charities must reciprocate otherwise a non reciprocal fee will be charged.

EDM MEDIA Ltd
 Corinthian House
 6-8 Great Eastern Street
 London
 EC2A 3NT
 United Kingdom

T +44 (0)20 7456 1380
 F +44 (0)20 7456 1388
 info@edmmmedia.co.uk