



TARGETING



DATA



DIRECT SALES

July 2009

World Emergency Relief Donors



Quantity/Price

Active Donors	26,017	DM	120/1.000
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Profile

A responsive file of donors who have made a donation to World Emergency Relief (WER). All names have been recruited via Direct Mail, and the file is kept clean with regular updates. The list performs exceptionally well for direct mail campaigns, both for mail order catalogues and charity mailers.

WER is a global fellowship of Christians who send food, medical support and aid to the world's most vulnerable children who are caught in the midst of disasters and tragedies. As well as responding to emergencies, WER also works in partnership with local leaders to develop long-term solutions

Profiling shows that these individuals favour a range of causes usually supporting a number of charities at the same time. Donors tend to favour third world causes, and support disaster relief, Christian and children's causes, also wildlife, environmental and animal welfare. This file is recommended for all charity appeals in addition to: mail order, financial services, publishing, health & vitamins, gardening and crafts.

\*\*Available for swap and rental.

Source:	Direct Mail
Gender:	65% female / 35% male
Age:	Predominantly 60+

Selections

Gender:	5/1000
Geography:	5/1000
Actives:	10/1000
Non-Reciprocal Fee:	30/1000

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 (dedupe 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.

EDMMEDIA 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@edmmedia.co.uk