



TARGETING



DATA



DIRECT SALES

June 2010

Wertkonservativ Orientierte



Quantity/Price

Universe	286.000	DM	140,-/1.000
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Profile

People who like to donate to social and charitable organisations are often quite conservative. These types of people are included in this list, which has proved to be particularly successful for appeals for donations for charities with a Christian background.

Source	Direct mail
Gender	78% male/ 22% female

Selections

At random	10,25/1.000, min. 100,-
Postcode	10,50/1.000, min. 125,-
Gender	10,50/1.000, min. 125,-
Age	10,95/1.000, min. 100,-
Flagging	3,95/1.000, min. 100,-
Exclusion of previous orders	5,95/1.000, min. 100,-

Delivery

E-mail: 23,-
 Delivery time: 5 working days
 Minimum order: 5.000 addresses

Invoicing

60 % of the delivered quantity with a minimum of 5.000 addresses after verification of a merge purge report.

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.
 All prices in Euro.