



TARGETING



DATA



DIRECT SALES

August 2010

Health Conscious Consumers (NL)



Quantity/Price

Donors 0-12M	188.842	DM	190,-/1.000
Donors 13-24M	106.996	DM	190,-/1.000

Profile

This file consists primarily out of seniors (45+) with a strong feeling for health related subjects. These people have made the effort in completing a survey from a national charity and responded by mail. For completing and returning the questionnaire the responders received a free copy of World Cancer Research Fund's nutritional guidelines to lower cancer risk. The survey also has an appeal for a donation. Half of the respondents did make a donation.

All names were sourced by direct mail to people who have previously purchased or donated by mail. Because of this, this file is perfectly usable for the offer of a wide range of products en services focused on the consumers who reacted positive on this media.

Source:	Direct mail
Sex:	75% female
Average age:	45 years and older
Social Class	B/C
House Type	House Owners

Selections

Sex, Age, Recency, At random	205,-/ fixed
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Delivery

E-mail:	50,-
Delivery time:	1 week
Minimum order Quantity	5.000

Invoicing

80% with a minimum of 5.000 addresses after a deduplication report

Conditions

- List supplied for one off use
- Minimum order quantity 5.000 names
- Prices are exclusive of VAT and Delivery
- Mail date & mailing piece are required, before approval can be given