



TARGETING



DATA



DIRECT SALES

June 2010

Private Hilfe



Quantity/Price

Universe	88.000	DM	140,-/1.000
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Profile

A target group that reaches outstanding and unusually high response rates for different donation appeals. Analysis has shown that the readiness regarding future donations is also above average. This list is therefore perfectly suitable to quickly build up and expand a long-lasting donor pool without losing its attractiveness.

Source	Direct mail
Gender	64% male/ 36% 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.