



TARGETING



DATA



DIRECT SALES

June 2010

Top Donor



Quantity/Price

Universe	135.000	DM	140,-/1.000
----------	---------	----	-------------

Profile

In this list you will find people who are open-minded and positive towards all social or charitable organizations. Their readiness to donate above average has been proven. Very good results have been achieved for development campaigns, i.e. to support the Third World.

Source	Direct mail
Gender	67% male/ 33% 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.