



TARGETING



DATA



DIRECT SALES

June 2010

Classic forty - silver age



Quantity/Price

Universe	317.000	DM	140,-/1.000
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Profile

The over 40's statistically belong to the group of people in Germany who are most willing to make a donation. This willingness increases as soon as the silver age has been reached - above 50 years. In this target group you will find people who are highly likely to donate due to the fact that they have reached this classic "donation age". This has been proved by the response rates acquired using this list.

Source	Direct mail
Gender	33% male/ 67% female
Average age	50+

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.