



TARGETING



DATA



DIRECT SALES

June 2010

## World Children's Fund



### Quantity/Price

Active Donors	51.800	DM	185,-/1.000
Active Donors - Charity Rate	51.800	DM	205,-/1.000

### Profile

This lists comprises of active donors of World Children's Fund Deutschland e.V. which supports different projects in Asia, Afrika and Eastern Europe, helping rescue needy children who are abandoned, distressed, exploited, hungry, sick or suffering. Most of the donors are female persons (older 50 years) who are aware of the problems in the Third World as well as of further humanitarian problems. That is why they reacted to direct mail campaigns with a gift.

Source	Donors
Gender	34% male/ 66% female
Average age	50+

### Selections

At random, gender, postcode	200,- flat
-----------------------------	------------

### Delivery

E-mail: 30,-  
 Delivery time: 5 working days  
 Minimum order: 5.000 addresses

### Invoicing

80 % 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.