



TARGETING



DATA



DIRECT SALES

June 2010

Kinderhilfe



Quantity/Price

Universe	83.000	DM	140,-/1.000
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Profile

Many people have a heart for needy children, above all in the third world; and they are prepared to help them with a donation. The people in this list have their hearts especially set on children and have shown their goodwill more than once with a gift - not depending on if the particular organization is denominational or not.

Source	Direct mail
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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.