



TARGETING



DATA



DIRECT SALES

June 2010

Elderly & Disabled



Quantity/Price

Donors	100.000	DM	165,-/1.000
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Profile

This list consists exclusively of donors that donated for different causes of the free welfare work like among others old people's welfare, help for handicapped people, help for families and also health related purposes. The people of this list are 55 years and older.

The list owner updates this list regularly and pays attention to that the addresses do not receive too many mailings or even mailings of dubious organizations.

Source	Donors
Gender	54% male/ 46% female
Average age	55+

Selections

At random	12,50-18,75/1.000 (incl. 2/4 criterias)
Gender	12,50-18,75/1.000 (incl. 2/4 criterias)
Postcode	12,50-18,75/1.000 (incl. 2/4 criterias)
Academic title	12,50-18,75/1.000 (incl. 2/4 criterias)

Delivery

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

Invoicing

70 % 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.