



TARGETING



DATA



DIRECT SALES

June 2010

Spender für Kinderhilfsprojekte



Quantity/Price

Lapsed donors	101.946	DM	150,-/1.000
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Profile

This lists consists of lapsed donors of different charities that help rescue needy children all over the world. The major areas of concern of these organizations are: disaster relief, children's homes and orphanages, medical care as well as education and foster care.

All addresses are generated by direct mail.

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

Selections

Standard selection	8,-/1.000, min. 150,-
Gender	8,-/1.000
Postcode	8,-/1.000

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.