



TARGETING



DATA



DIRECT SALES

June 2010

Spontane Hilfe



Quantity/Price

Universe	75.000	DM	140,-/1.000
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Profile

These names have proved again and again that they react especially to spontaneous appeals for donations. Thus, this list is suitable for usage regarding help in need mailings. But these addresses can also be gotten interested for all other topics, especially for charitable and social matters.

Source	Direct mail
Gender	66% male/ 34% female

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.