



TARGETING



DATA



DIRECT SALES

June 2010

Helfende Hände



Quantity/Price

Universe	174.000	DM	140,-/1.000
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Profile

People like to donate - and because of that they react on mailing of organizations which they don't know until now. And if they then get appreciation and thankfulness they develop to durable furtherer who support the good cause with distinguished response rate and high average gift.

Source	Direct mail
Gender	64% male/ 36% 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.