



TARGETING



DATA



DIRECT SALES

February 2010

World Villages for Children Belgium



### Quantity/Price

Donors 0-12M FL	19.000	DM	40,- SWAP/1.000
Donors 13-24M FL	26.000	DM	40,- SWAP/1.000
Donors 0-12M WL	24.000	DM	40,- SWAP/1.000
Donors 13-24M WL	30.000	DM	40,- SWAP/1.000

### Profile

Founded in 1964, World Villages for Children maintains Children's Villages in the Phillipines, Korea, Mexico, Guatemala and Brazil that are home to more than 22.000 poor children.

These children are provided with food, clothing and medical care. They also receive a free high school education along with extensive vocational training relevant to local industries and businesses. This education and training enables them to obtain better employment when they graduate so they can break free from a life of poverty, suffering and despair.

In addition, World Villages for Children also provides free medical and dental clinics for people who are in desperate need.

This list comprises of those who have made a donation to the charity. Profiling shows that World Villages for Children donors are predominantly female, retired, with average disposable income. They are regular mail-order buyers who lead a comfortable lifestyle.

As with most charity lists, products aimed at a more mature market should work well. The list is recommended for charities, mail order, health and vitality products, collectibles and continuity products.

Source:	DM
Age:	50 years
Gender:	75/25 female/male

### Selections

Gender:	FREE
Language:	FREE

### Delivery

Set-up: FREE  
 E-mail: FREE  
 Delivery time: 5 working days

### Invoicing

Payment base of 100% with a minimum of 5.000 addresses.

### Conditions

List supplied for one-off use.  
 Prices are exclusive of VAT and delivery.  
 Mail date & mailing piece are required before approval can be given.