



TARGETING



DATA



DIRECT SALES

February 2010

Hospital Brother Belgium



Quantity/Price

Inactive donors VL	12.000	DM	160,-/1.000
Inactive donors WL	8.200	DM	160,-/1.000

Profile

The Hospital Brothers help people with health problems and psychological needs. They provide 10.000 needy people of consolation, help, education or training in eleven African countries. The International Order of the Hospital Brothers was founded 500 years ago and was a part of the Irish organization Saint John of God. In 50 countries worldwide 1.500 Brothers and more then 30.000 hands are applying themselves to accomplish that mission. They support with effort and love ill people, handicaps and hopeless people, regardless their type, skin or religion.

The supporters of Hospital Brothers are mostly female seniors, who are aware of the humane and third world problems. This is also the reason why they reacted on a direct mail of the Hospital Brothers.

Source:	DM, Inserting
Age:	Mainly 50+
Gender:	Mainly women

Selections

Gender:	FREE
Language:	FREE
Geography:	FREE

Delivery

Set-up: 150,-/fixed
 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.
 Minimum order quantity 5.000 addresses.
 Mail date & mailing piece are required before approval can be given.