



TARGETING



DATA



DIRECT SALES

July 2009

## Pony Sanctuary Donors



### Quantity/Price

Active Donors	9,159	DM	120/1.000
Active Sweepstakes	30,085	DM	120/1.000
Responders	28,080	DM	100/1.000

### Profile

These lists consist of individuals that have donated to the Pony Sanctuary charity. The sweeps names are doubly valuable as individuals have not only entered the charity sweepstake competition but also made a donation to the charity. Both of which have been recruited via direct mail. These people are extremely DM responsive, generous to animal charity causes and have good levels of disposable income. The charity's regular DM programme means that fresh names are continuously added to the files.

The Pony Sanctuary works with volunteers to provide welfare and care for neglected horses and ponies. Individuals on this file have pets and have shown an interest in crafts, competitions and gardening. This file works exceptionally well for all animal charity appeals, prize draws, sweepstakes and competition offers, general charity appeals. Additionally mail order, financial services, publishing, health & vitamins, gardening and crafts.

\*\*Available for swap and rental.

Source:	Direct Mail
Gender:	68% female / 32% male
Age:	Predominantly 55+
Income:	15,000+

### Selections

Gender:	5/1000
Geography:	5/1000
Actives:	5/1000
Non-Reciprocal Fee:	30/1000

### Delivery

E-mail: 50  
 Delivery time: 3-5 working days  
 Minimum amount: 5,000

### Invoicing

Net name agreement: Min order qty 20,000 names: 85% netts £10/1000 run-on (dedupe report must be received within 3 months of delivery date) All prices in Pounds (£).

### 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. Competing charities must reciprocate otherwise a non reciprocal fee will be charged.

EDM MEDIA Ltd  
 Corinthian House  
 6-8 Great Eastern Street  
 London  
 EC2A 3NT  
 United Kingdom

T +44 (0)20 7456 1380  
 F +44 (0)20 7456 1388  
 info@edmedia.co.uk