

CHARITY DONOR DATA

0-12 month postal: 829,043

The Charity Donor Data file is a regularly updated database that identifies people that have supported charities. The Charity Donor Data file contains people that have donated to environmental charities, registered as a blood donor or donated to child related charities. The data has been refined using several variables, making it a targeted yet flexible data source.

Profile, Interests and Lifestyle

- Predominantly females.
- Regular charity donors.
- Primarily homeowners.
- High percentage of pet owners.
- Consumers enjoy gardening, cooking and reading.

Recommended Users

- Charities
- Travel companies
- Financial offers
- Mail order

Rental Rates

Postal data	£120	/000
Charity rate discount	£10	/000
Selections	£10	/000
Run on fee	£15	/000
Production fixed	£50	

Terms & Conditions

Sample mail piece required
Rates for one time usage only
Minimum order 5,000 records
All costs exclude VAT