

HUMANITY CHARITY DONORS

0-12 month postal: 64,395

The Humanity Charity Donors file is a transactional file containing donors to medical, environmental disaster and third world charities. The Humanity Charity Donors file has several key characteristics, including a high proportion of university graduates and a high percentage of organic food and fair trade product buyers. The data has been refined using several variables, making it targeted yet flexible data source.

Profile, Interests and Lifestyle

- 42% males.
- 63% aged 40-69.
- 87% homeowners.
- 63% ABC.
- 46% have lived at the same address for 10+ years.
- 32% interested in fine art, theatre and stately homes.
- 20% enjoy reading and crossword puzzles.
- 19% have pets.
- 24% read broadsheet newspapers.
- 14% enjoy eating out.

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