



LIST

## International Donors charity donors

**Gender:** 65% Female

**Age:** 65+

**Income:** £10k + BC1

Formerly known as

**Christian  
DONORS**

### 113,928 lapsed donors

Consisting of individuals who have all donated to international causes. Recruited through direct mail, these donors have helped millions of people affected by earthquakes and droughts, famines and floods, but also focus on sustainable long term development.

These individuals have an average donation level of £10+ and are interested in helping others.

#### Donate to

Charities in developing countries, disaster relief, environment, wildlife, child welfare, helping the elderly, medical research, animal welfare.

#### Customer interests

Religious activities, charities/voluntary work, wildlife and the countryside, bird watching, grandchildren, current affairs.

#### Standard rental rates

**Buyers:** £110 /000 | Prices exclude VAT

#### Selection rates

**Gender:** £5 /000 | **Geography:** £5 /000

**Non reciprocal fee:** £30 /000

#### Production costs

**Delivery:** £50 | **Run-on charge:** £10 /000

#### Benefits

Mail order and charity responsive

Talk to us about test rates

#### Other information

Minimum order 5,000 or £500

Sample required for approval

Mailing date approval required

Agency commission - 15%

One time usage only

N.B strictly no 3rd parties to be included



For more information,  
please contact one of  
the sales team on

**01225 480480**

or email

**sales@responseone.co.uk**

In addition, we can also offer  
print and production services

**www.responseone.co.uk**

