



LIST

Smile Train charity donors

Gender: 66% Female
Age: 65+
Income: £50k+

45,000 active donors

Founded in 1999, Smile Train, a UK registered charity, provides free cleft lip and palate surgery to hundreds of thousands of poor children in developing countries. Smile Train has trained local doctors and medical staff in 80+ countries, has over 2,600 partner surgeons and over 1,100 partner hospitals providing more than 650,000 free cleft surgeries in the past 12 years.

Smile Train has proven itself a fantastic responder and a key title for many charity advertisers.

Donate to

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

Customer interests

Charities/voluntary work, current affairs, wines, fine art, wildlife and the countryside.

Standard rental rates

Buyers: £140 /000 | Prices exclude VAT

Selection rates

Gender: £10 /000 | **Geography:** £10 /000
Recency of gift: £10 /000 | **Frequency of gift:** £10 /000
Giving level: £10 /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
Agency commission - 15%
One time usage only
N.B strictly no 3rd parties to be included
www.smiletrain.org.uk



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

