



	Data Type	Count	Base Cost
	Postal	157,962	£120/000
	Telephone	23,694	Base + £80/000 Nett

The data may be available within different recency bandings, which may incur a larger base cost.  
Please speak to our Sales Team for details.

- Classic charity profile
- Single, divorced, or widowed
- From 55 to over 75 years of age
- Property values of £150,000 to £500,000
- High levels of savings and investment income

### Background

**A new concept in donor and legacy acquisition**, this file which is researched and updated daily, identifies the most classic of charity donors, single ladies with substantial levels of investment income.

The classic charity profile, ideal for cash donations and legacy acquisition, home owners who have lived at their current address for 10 years or more. They drive economical cars and have interests in charity and voluntary work, current affairs, art and antiques, gardening, theatre and the National Trust. They read quality and upmarket newspapers.

### Selections

Property Value	£10
Household Income	£10
Investment Portfolio Value	£10
Geographic	£10

DMA Broker Commission	15%
Delivery Charge	£35
Counts - 48 hours/Delivery - 3 days	

### Recommended Users

Charities
Travel
Financial Offers
Mail Order

### Restrictions

Minimum Order – 5,000 records
Sample mailing piece required

### Terms & Conditions

**Net Names** – Nil. Flat rate of £60/000 on orders over 100k names  
**Payment** - 30 days from invoice date. Surcharge applicable on all card transactions.  
**Cancellation Fee** - £100 + delivery + £8/000 + selections

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