



**WILDLIFE PATRONS**

By Readhead Eyre & Castle

	Data Type	Count	Base Cost
	Postal	596,144	£120/000
	Telephone	89,421	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.

590,000 Individuals who fund and play a role in supporting and maintaining the wildlife community

With climate change and globalisation, there has never been a more important time for people to supply donations to help the challenges the world faces.

Readhead Eyre & Castle have recognised these challenges and, having researched extensively, are proud to unveil this list that comprises of individuals who have kept wildlife at the forefront of their minds, and have the disposable income which leads to ideal donor, memberships and legacy acquisitions.

These individuals are concerned for the natural habitat and welfare of wild animals, they have been sourced via Readhead Eyre and Castle exclusively owned lifestyle capture company, and various other sources, that are in line with the data protection act. Not only are these validated via postal address file, electoral roll, mps and tps, but these have been proven donors in the wildlife charitable sector.

### Selections

Gender	£10/000
Household Income	£10/000
Property Value	£10/000
Interest Area	£10/000
Acorn selections & Lifestyle data	On Request

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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