

BYRUM FLEMING

Mailing List Brokerage and Management

35400B Series

www.byrumfleming.com

AFFLUENT ANIMAL RIGHTS ISSUES DONORS

The Affluent Animal Rights Issues Donors file consists of responsive individuals who are prime candidates for both fundraisers and non-profit organizations wishing to receive maximum results from their fundraising campaigns. These compassionate, highly responsive individuals have shown support to a variety of animal causes within the last 12 months. With incomes of \$50,000+ these affluent animal cause donors have the financial wherewithal to make significant contributions to organizations they support. They are an excellent audience for all types of animal welfare causes and are particularly sympathetic to non-profit organizations associated with their causes. This file is selectable by credit card users, presence of children, homeowners, magazine subscribers, new movers and more. Suggested other users of this file are humanitarian causes, veterans causes, historical preservation, environmental causes, human rights issues, political, philanthropic and women's and children's causes. Sourced 100% Direct Mail.

Total Database - 862,781

Monthly Hotline 71,893

3 Month Recency	215,695
6 Month Recency	421,390
Married Donors to Animal Rights	517,668
Single Donors to Animal Rights	345,115
Donors - Magazine Subscribers	388,251
Donors - Homeowners	603,946
Donors - Renters	258,834

Average Donation Amount \$100

Terms and Pricing

List Rental	\$90/M	Recency (1 Mo)	\$25/M	Gender Select	\$8/M
Minimum Order	5000	Recency (3 Mos)	\$20/M	Geographic Select	\$8/M
E-Mail	\$50	Recency (6 Mos)	\$15/M	Key Code	\$5/M
Telephone Numbers	\$35/M	Recency (12 Mos)	\$10/M	Run Charges	\$15/M

Please inquire for email counts and pricing

Brokers Welcome

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