

Article number

39925

List name

NAB Third World Aid [D]

Number of items	Name	Price in EUR	Pricing unit
94,227	Total inventory	155.00	‰

Age group ranging from 50 to 75

- Of which approximately 75 % male

- Of which approximately 25 % female

Minimum invoice: Net, at least 50 % of the supplied volume, at least 5,000 addresses

Selection costs: EUR 9.00 ‰ on the delivered volume, at least EUR 185.00 fixed rate

The overwhelming willingness to help during natural disasters at home and abroad are clear signs that social involvement and willingness to help is "IN". Of course, this is an expression of the increased media presence of catastrophes. In the past, we often only found out about these events long after they happened but our society today is confronted by such things daily and almost simultaneously.

The human tragedies and the misery are thus not far away and are indeed carried directly into our own living rooms.

This is a group of people open to the world with an increased interest in international aid projects in Africa and other focuses in the Third World. The educational level is medium to high, the purchasing force is accordingly to be seen as raised.

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