

Article number

40972

List name

The socially committed [D]

Number of items	Name	Price in EUR	Pricing unit
56,511	Total inventory	160.00	‰

Age group ranging from 55 to 70- Of which approximately 59 % male
- Of which approximately 41 % 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 target group of people who are socially committed is characterised by its willingness to act and think socially and become involved accordingly. As well as active cooperation, they often also value financial donations to relevant projects both at home and abroad.

They use an above-average percentage of their disposable income to support as many projects at the same time as possible. Give the right form of address and the right project, they are also interested in new issues and their willingness to donate can be aroused. This willingness can often be converted into permanent support.

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