



data card

0-12 Month Members Postal Volume = 200,000 Tel Volume= 60,000

ADM are pleased to announce list management of The Senior Alliance database. This file is brand new to the market and exclusively managed by ADM (UK) Ltd.

About Senior Alliance

The Senior Alliance (SA) was set up after an independent study carried out by Joseph Rowntree Foundation identified that the key concerns of the over 50's were Finance and Health.

The SA is a free to join association of people who reject the idea of facing later-life health issues on their own and in fear. The association predominately recruits individuals aged 50+ via Direct Mail and offers practical advice and help with regards to keeping healthy and coping with illnesses such as Strokes, Alzheimer's, Diabetes, Heart Conditions, Parkinson's, Cancer, Arthritis and Chronic Pain.

The community of members have the opportunity to contribute to online blogs and use the website as part of a social network, sharing ideas and inspiring one another. It is now even possible to follow the twitter pages of the Senior Alliance. For further details visit: www.senioralliance.co.uk

Recommendations

This file is recommended for companies targeting individuals aged 50+. We believe the file should perform well for charities, mail order companies, financial, health and competitions. These individuals are highly responsive to DM as this is the way in which they were originally recruited. All members are known to have made donations to charity.

Data Cleanliness

Individuals on the file are mailed monthly which maintains the data's quality & integrity. The file is cleaned against the DMA recommended suppressions including MPS monthly.

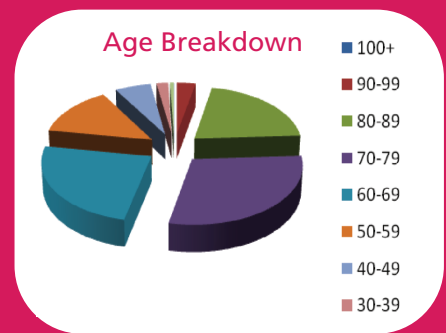
Please visit our website for further information: alchemydirectmedia.com

Profile

- 36% Male, 64% Female
- ABC1 Demographic
- Aged 50-89
- Home Owners – Detached / Semi
- 40% Credit card holders
- Prime credit rating – top band
- Interests include: travel, especially UK, read regional papers, charity donors, betting, collectables, cooking, home furnishing, music, especially classical, pets, magazines, sewing, voluntary work.

Costs

- Postal - £150 / 000
- Postal & Tel - £220 / 000
- Selections - £10 / 000
- Delivery - £50 flat
- Agency Commission –15%



Other Managed Charities

- Donor Connection
- Prize Donors
- Prize Responders
- Action on Hearing Loss
- Charity Responders
- WRVS
- Animal Care Donor
- Charity Connect
- Brain Tumour uk
- Age Related Disease Trust
- BUAV
- Go Cruelty Free
- Dedicated Donors

Call your account manager today:
01634 226490

