



BUAV Campaigners – 39,142 Postal Records

BRAND NEW FILE ADM are pleased to announce the exclusive list management of BUAV (Animal Protection Organisation) - Campaigners database.

About BUAV Campaigners:

The campaigners file from BUAV contains highly motivated, politically astute individuals that support animal welfare.

These individuals have been recruited from a variety of media channels including, direct mail, petition, online campaigning, events and shows. They regularly undertake campaign activity including writing to local MPs and lobbying Westminster and are likely to be engaged in politics governing the welfare of animals at an international level.

These individuals are very value driven, abhor animal cruelty and this belief strongly impacts on the products and services they purchase and support.

Recommendations

The campaigners file will work well for other charity cash asks including, Environmental, Wildlife, Medical, Overseas Aid, Religious and Children's causes which were shown to have high index scores in the profiling undertaken.

Profiling has shown these individuals have a passion for outdoor activities, nature, wildlife, the environment, animals and religion, reading and current affairs.

This file is likely to work well for charities (lottery, raffle and committed giving) as well as mail order, financial planning, competitions, publications and health related offers.

Approval Process:

Organisations looking to rent this database must provide a mailing piece and date for approval.

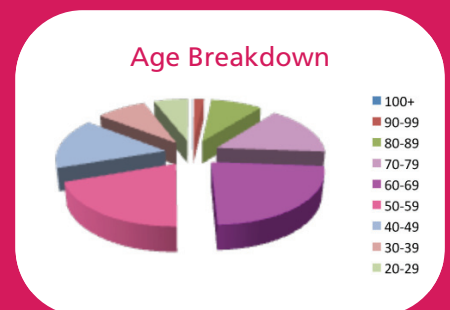
Data Cleanliness:

Data is cleaned on a 90 day cycle in addition any returns from third party rentals or in-house mailings are removed.

Please visit our website for further information: alchemydirectmedia.com

Profile

- 45% male, 55% female
- Aged 20-89 (selectable by age)
- Empty Nesters
- 85% homeowners
- 32% semi detached
27% detached 32% terrace and 9% flat
- Lived in current property for over 10 years
- Directors -5%
- High propensity to be Vegetarian / Vegan
- General Interests – Environment, Farming, Art, Model Making, Nature & Wildlife, Pets, Films, Religion, Concerts, Health Products, Music, Travel, Collectables, Cooking, Mail Order, Online Shopping, Reading, Lotteries, Betting, Wine.
- Read – Guardian, Independent on Sunday, Subscribe to magazines, TV Listings, Sunday FT
- Sporting Interests – Horse Riding, Hiking / Walking, Racket Sports, Swimming
- High proportion of pet owners
- 13% Shareholders
- Financial – Low number of credit searches, don't use credit



Postal - £150/000 Commission - 15%
Selections - £10/000 Delivery - £50 Flat

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