

TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

Animal Lovers

1,397,016	Base	\$90/M
247,568	Animal Welfare Supporters	+\$10/M
734,819	Environment/Wildlife Cause Supporters	+\$10/M
225,156	Interested in Pets	+\$15/M
48,157	Cat/Dog/ Other Pet Owners	+\$15/M
4,609	Interested in Horses	+\$15/M
114,721	Novelty Item Mail Order Buyers	+\$15/M

Pet Owners

Dog Owners = 449,202
 Cat Owners = 339,045
 Other Pet Owners = 614,625

Novelty Item Buyers

Dog Items = 17,224
 Cat Items = 33,053
 Horse Items = 15,078
 Nature/Wildlife Items = 78,750

These known donors have responded to a survey and are self reported animal lovers. They have donated to animal causes and take care of the pets they love at home. They purchase food, treats, toys, medical and pampering supplies for their precious companions. Some have even purchased novelty items to show their friends and family how much their furry friends mean to them.

Charitable donors to the premium mail programs of Trilogy Target Solutions have been combined to create a masterfile which has been enhanced to provide additional selections.

Individuals on this Enhanced Masterfile have contributed to at least one premium ask from Trilogy's portfolio of clients including veteran, children's, religious, animal welfare, third world and health appeals. The data has been enhanced with self reported survey information provided by a third party.

These contributors are responsive to animal welfare and pet related appeals, catalogs and magazine offers.

Orders cancelled before the mail date will incur a \$50/F cancellation fee.

100% Direct Mail
 100% Consumer
 100% Domestic

LAST UPDATE:
 September 2010

NEXT UPDATE:
 March 2010

ADDITIONAL CHARGES:

Last 6	\$10/M
Last 12	\$5/M
\$10+	\$10/M
\$5+	\$5/M
State, SCF, Zip	\$7/M
Gender, Marital Status	\$7/M
Age	\$7/M
Presence of Children	\$7/M
Household Income	\$7/M
Religion, Ethnicity, Language	\$15/M
Charitable Support	\$10/M
Political Affiliation, Veteran	\$15/M
Interests	\$15/M
Mail Order Buyers	\$15/M
Telephone Numbers	\$7/M
Non-Reciprocal	\$20/M
Delivery	\$50/F

MINIMUM ORDER
 5,000

SEND ORDERS, CLEARANCES
 & COUNT REQUESTS TO:
Orders@TrilogyTarget.com

FOR MORE INFORMATION
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