

# TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

## Active Outdoor Lovers

	Base	\$90/M
62,884	Interested in Running/Walking	+\$15/M
319,846	Interested in Biking/Cycling	+\$15/M
552,746	Interested in Camping/Hiking	+\$15/M
89,593	Camping/Hiking Mail Order Buyers	+\$15/M
534,477	Interested in RVs	+\$15/M
142,933	Boat Owners	+\$15/M
118,137	Interested in Power Boating	+\$15/M
414,326	Interested in Boating/Sailing	+\$15/M
18,277	Interested in Scuba Diving	+\$15/M
150,563	Interested in Snow Skiing	+\$15/M
139,614	Interested in Motorcycles	+\$15/M

These known donors have responded to a survey and self reported that they lead active lifestyles that include activities such as hiking, running and cycling. They enjoy the outdoors and nature while doing activities that keep them fit. Motorcycling, boating, skiing and scuba diving selects are also available.

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 outdoor, nature, fitness and wellness and health 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:  
January 2012

NEXT UPDATE:  
July 2012

#### 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](mailto:Orders@TrilogyTarget.com)

FOR MORE INFORMATION  
PLEASE CONTACT  
Jenna Gotch  
301-646-7157  
[JGotch@TrilogyTarget.com](mailto:JGotch@TrilogyTarget.com)



7680 Cambridge Manor Place ♦ Suite 200 ♦ Fort Myers, FL 33907  
Phone: 301-656-7175 ♦ Fax: 301-576-7602 ♦ [www.TrilogyTarget.com](http://www.TrilogyTarget.com)