

TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

Active Outdoor Lovers

	Base	\$90/M
38,934	Interested in Running/Walking	+\$15/M
330,000	Interested in Biking/Cycling	+\$15/M
533,370	Interested in Camping/Hiking	+\$15/M
98,150	Camping/Hiking Mail Order Buyers	+\$15/M
532,974	Interested in RVs	+\$15/M
124,234	Boat Owners	+\$15/M
121,099	Interested in Power Boating	+\$15/M
402,265	Interested in Boating/Sailing	+\$15/M
18,239	Interested in Scuba Diving	+\$15/M
147,899	Interested in Snow Skiing	+\$15/M
139,425	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:
July 2011

NEXT UPDATE:
January 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

FOR MORE INFORMATION
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