

# Highly Affluent Donors

## SEGMENTS

|         |                             |           |
|---------|-----------------------------|-----------|
| 827,046 | Last 24 MONTHS              | \$100/M   |
| 13,274  | 1 Month HL                  | + \$20/M  |
| 29,613  | Last 3 MONTHS               | + \$15/M  |
| 47,849  | Last 6 MONTHS               | + \$10/M  |
| 183,642 | Last 12 MONTHS              | + \$5/M   |
| 294,872 | Donors to Animal Welfare    | \$10.00/M |
| 369,841 | Donors to Children's Causes | \$10.00/M |
| 188,054 | Donors to Political Causes  | \$10.00/M |
| 259,340 | Donors to Religious Causes  | \$10.00/M |
| 162,857 | Donors to Veterans Causes   | \$10.00/M |

## DESCRIPTION

Reach affluent individuals who have household annual incomes of \$250,000 or more who have donated (average gift size \$100.00) to numerous causes including Political organizations, Children's charities, and health/medical related projects. Donation by Category is available, see above.

Sample Piece required.

**Full payment required if cancelled after the mail date. All cancelled orders will be charged a \$50.00F cancellation fee whether or not the order has been run. If the order was run, running charges, shipping, and applicable media fees will apply. All orders cancelled after mail date or merge purge will be billed at full charges.**

## DATE

UPDATES QUARTERLY

Sourced: **Self reported, Survey**

## ADDRESSING

Diskette \$65/F  
Email \$65/F

## ADDITIONAL CHARGES

SCF \$7/M  
Zips \$7/M  
States \$7/M  
Enhancement \$10/M  
Non-reciprocal \$20/M

## MINIMUM ORDER

7,500

## LIST OWNER/MANAGER

-----WEBSITE-----  
<http://www.trinitydirect.net>

----MANAGER'S EMAIL ADDRESS---  
**Maribel Escobales-Ramos**  
**(973) 283-3600**  
**[maribele@trinitydirect.net](mailto:maribele@trinitydirect.net)**



Trinity Direct  
10 Park Place  
Butler NJ 07405

Phone: (973) 283-3600  
Fax: (973) 283-3606