



In association with **Medialab.**  
Data Driven Media

# Collaborate

New generation targeting for UK charities

Wednesday 18<sup>th</sup> November

154  
variables

# New generation targeting for UK charities



**Donor**

52  
magazine titles



**Lifestyle &  
Demographic**

**Collaborate Non-contribute**  
15m individuals  
10m households



**Magazine  
Subscription**



**Charitable  
interests**

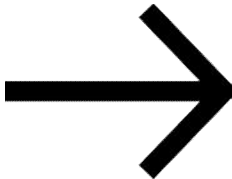
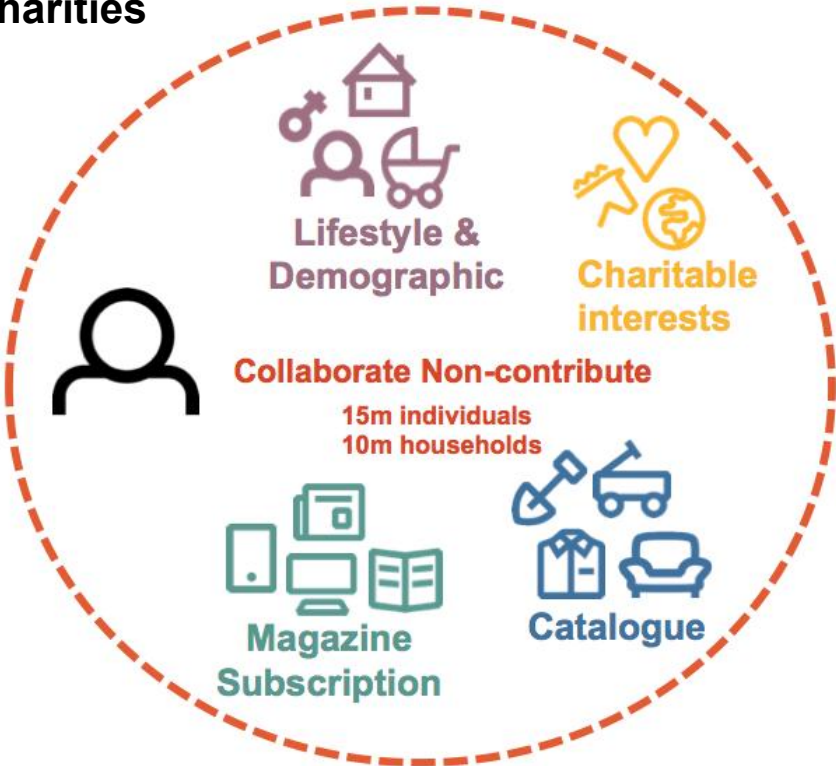
17  
variables



**Catalogue**

580m  
transactions

# New generation targeting for UK charities



post



email



telephone



SMS