



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

Collaborate

New generation targeting for UK charities

Wednesday 18th 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**

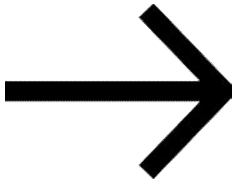
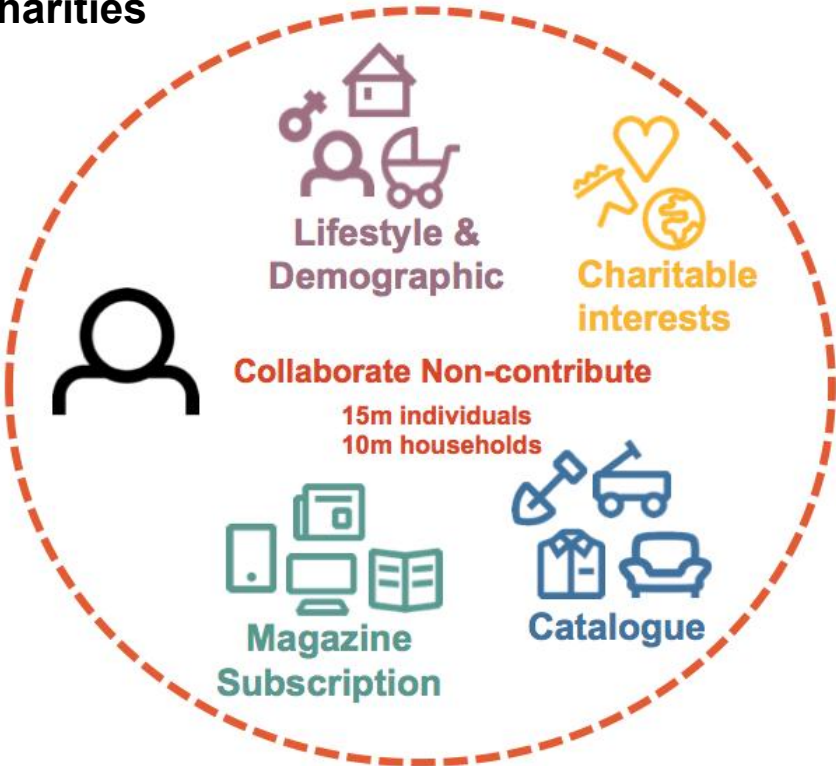
17
variables



Catalogue

580m
transactions

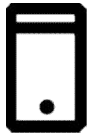
New generation targeting for UK charities



post



email



telephone



SMS