

Market Update 2009

ENVIRONMENTAL, OUTDOOR & ANIMAL WELFARE FUNDRAISING



ALC recommends high performance lists for the environmental, outdoor, and animal welfare non-profit sectors based on proven mail order responsiveness. From preserving pristine parkland to saving the lives of kittens, subscribers and donors on these lists are committed to supporting the environment.

"Readers can be leaders as donors," according to Fundraising Success. "Magazines are proving to be fertile ground for fundraising," which is why subscribers to many leading magazines appear on this report. Other bright spots in this year's report for outdoor and wildlife charitable causes include lists of gardeners, affluent individuals, and, of course, mission-based donors with a passion for saving the Earth and all of its creatures.

With each year the "green" movement strengthens as does funding for the causes behind it—clean air, protection of nature, preservation of endangered species, and conservation of energy. Our 2009 Environmental, Outdoor & Animal Welfare Fundraising Market Update features examples of non-profits in all of these areas successfully mailing ALC managed properties in both primary and secondary markets.

Click the list names of the lists to view datacards. For more information, click the contact names to send email requests or call each contact at the direct dial telephone number. Visit www.alcdata.com to view all datacards.



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Leading the Evolution for 30 Years



Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Appalachian Mountain Club	55,000	\$85/M	Alaska Conservation Foundation, Earthwatch, Friends of the Earth	Rob Odri – 609-580-2974 rob.odri@alc.com
Audubon Workshop	53,000	\$100/M	National Audubon Society, National Geographic Society, National Wildlife Federation	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Central Park Conservancy	13,000	Exchange Only	Fresh Air Fund, New York Botanical Garden, New York Restoration Project	Rob Odri – 609-580-2974 rob.odri@alc.com
Civil War Preservation Trust	75,000	\$95/M	Appalachian Trail Conservancy, Friends of the National Parks of Gettysburg, National Trust for Historic Preservation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Conservation Donors	180,000	\$65/M	Alaska Conservation Foundation, Natural Lands Trust, Wildlife Conservation Society	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Donors to Animal Causes	467,000	\$85/M	Alpha Dog Marketing Humane Society, 2 Well-Known Animal Rescue Associations	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Environmental Defense Fund	350,000	\$80/M	American Rivers Conservation, Clean Power Now, Conservation Coalition	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
The Jane Goodall Society	62,000	\$85/M	African Wildlife Federation, Environmental Defense Fund, The Nature Conservancy	Rob Odri – 609-580-2974 rob.odri@alc.com
The Nature Conservancy	601,000	\$80/M	American Bird Conservancy, American Rivers Conservation, Conservation Coalition	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Organic Gardening Magazine	192,000	\$100/M	ASPCA, American Horticultural Society, World Wildlife Fund	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Texas Parks & Wildlife	72,000	\$95/M	National Audubon Society, National Park Trust, Zoo Consortium	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com

Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
American Diabetes Association	1,601,000	\$80/M	Energy Outreach Colorado, National Wildlife Federation, Well-Known Conservation Organization	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
The American Prospect	24,000	\$95/M	California State Parks Association, Food and Water Watch, Natural Resources Defense Council	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Better Homes & Gardens	6,479,000	\$105/M	ASPCA, National Arbor Day Foundation, San Diego Zoo	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Bicycling/Mountain Bike Magazine	144,000	\$100/M	Adventure Cycling Association, Bike Walk Virginia, Rails-to-Trails Conservancy	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Birder's World	24,000	\$100/M	American Bird Conservancy, Conservation Coalition, Wildlife Conservation International	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Charitable Contributors from Nederlander	364,000	\$80/M	Central Park Conservancy, Fresh Air Fund, New York Botanical Gardens	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Charitable Contributors from Telecharge	405,000	\$75/M	Central Park Conservancy, City Harvest, Fresh Air Fund	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Checks Unlimited	5,748,000	\$90/M	North Shore Animal League, Ocean Conservancy, San Diego Zoo	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Country Living	1,186,000	\$105/M	Best Friends Animal Society, Massachusetts Audubon Society, National Geographic Society	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com

Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Democratic Congressional Campaign Committee	301,000	\$85/M	National Wildlife Federation, Natural Resources Defense Council, Sierra Club	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
FamilyFun Magazine	1,216,000	\$105/M	National Wildlife Federation, San Diego Zoo, Zoo Consortium	Susan Packard – 609-580-2785 susan.packard@alc.com
Frontgate	1,179,000	\$120/M	Central Park Conservancy, Lady Bird Johnson Wildflower Center, Trustees of Reservations	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Gardens Alive!	250,000	\$100/M	National Audubon Society, National Wildlife Federation, Nature Conservancy	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Good Housekeeping	3,237,000	\$105/M	Best Friends Animal Society, Massachusetts SPCA, San Diego Zoo	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
GreenCore Masterfile	489,000	\$100/M	Conservation Coalition, Florida Wildlife Federation, Nature Conservancy	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Habitat for Humanity	1,056,000	\$80/M	National Arbor Day Foundation, Well-Known Conservation Organization, World Wildlife Fund	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Harry & David	2,497,000	\$105/M	Central Park Conservancy, Friends of Urban Forests, Golden State National Parks Association	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Hearst Masterfile	10,845,000	\$105/M	Central Park Conservancy, National Arbor Day Foundation, Progressive Animal Welfare	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Jackson & Perkins	623,000	\$105/M	National Audubon Society, National Wildlife Federation, New York Botanical Gardens	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Kiplinger Consumer Enhanced Masterfile	818,000	\$140/M	National Arbor Day Foundation, National Geographic Society, National Wildlife Federation	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
KCET	86,000	\$80/M	California State Park Foundation, Environmental Defense Fund, Nature Conservancy	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
KQED	16,000	\$85/M	Nature Conservancy, World Wildlife Fund, Yosemite Fund	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
March of Dimes	1,887,000	\$75/M	Central Park Conservancy, National Arbor Day Foundation, Pine Tree Society	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Meredith Database Masterfile	15,546,000	\$105/M	ASPCA, National Arbor Day Foundation, National Wildlife Federation	Coleen Rozzi – 609-580-2747 coleen.rozzi@alc.com
Mother Earth News	302,000	\$105/M	California State Park Foundation, Conservation Coalition, Florida Wildlife Federation	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Mother Jones	145,000	\$110/M	Conservation Coalition, Massachusetts Audubon Society, Sierra Club	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
NARAL	201,000	\$75/M	Earthjustice Legal Defense System, Natural Resources Defense Council, Wilderness Society	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Nickelodeon	527,000	\$100/M	National Geographic Society, San Diego Zoo, Zoo Consortium	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Outside	513,000	\$105/M	California State Park Foundation, Fresh Air Fund, Sierra Club	Eric Friedman – 609-580-2708 eric.friedman@alc.com

Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Reader's Digest	4,072,000	\$100/M	National Arbor Day Foundation, National Geographic Society, National Wildlife Federation	Susan Packard – 609-580-2785 susan.packard@alc.com
Redbook	1,688,000	\$105/M	Animal Rescue League, Massachusetts SPCA, Well-Known Animal Rescue Organization	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Rodale Whole Life Families with Children	5,529,000	\$100/M +\$10/M	Appalachian Mountain Club, Missouri Botanical Gardens, National Geographic Society	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Rodale Whole Life Pets Masterfile	3,584,000	\$100/M +\$10/M	American Society to Prevent Cruelty to Animals, Animal Rescue League, Best Friends Animal Society	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Rodale Whole Life US Masterfile	7,994,000	\$100/M	National Arbor Day Foundation, National Wildlife Federation, San Diego Zoo	Eric Friedman – 609-580-2708 eric.friedman@alc.com
Smithsonian Contributing Members	56,000	\$100/M	Chesapeake Bay Foundation, Golden Gate Park Foundation, National Parks and Conservation Foundation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Special Olympics	1,264,000	\$80/M	Chesapeake Bay Foundation, Natural Resources Defense Council, Well-Known Conservation Organization	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Sportsman's Guide	1,693,000	\$100/M	Ducks Unlimited, National Arbor Day Foundation, Texas Parks and Wildlife	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Spring Hill Nurseries	687,000	\$100/M	Brooklyn Botanical Gardens, National Arbor Day Foundation, Well-Known Conservation Organization	Gary MacDougall – 914-524-5248 gary.macdougall@alc.com
Town & Country	306,000	\$105/M	Animal Medical Center, Best Friends Animal Society, Forest Park Forever, Inc.	Marissa Spinelli – 914-524-5229 marissa.spinelli@alc.com
Utne	47,000	\$105/M	Canadian Wildlife Federation, Earthwatch, Massachusetts Audubon Society	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Wilson Quarterly	49,000	\$110/M	National Audubon Society, Nature Conservancy, World Wildlife Fund	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Wealth Window – Green Affluents	3,600,000	\$95/M	New to Market	Emily Briody – 609-580-2971 emily.briody@alc.com
Wealth Window – Major Gift Givers	279,000	\$82/M	Central Park Conservancy, Texas League of Conservation, Trexler Nature Preserve	Emily Briody – 609-580-2971 emily.briody@alc.com
WETA	56,000	\$80/M	National Audubon Society, Nature Conservancy, World Wildlife Fund	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Yankee Magazine	216,000	\$95/M	Appalachian Mountain Club, Conservation Coalition, Hog River Journal	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Click List Names to View Datacards

* Special fundraising rates available on most lists.

Let us provide your next Environmental, Outdoor & Animal Welfare Fundraising Market mailers with these proven lists.



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