

Market Update 2010

ENVIRONMENTAL, OUTDOOR & ANIMAL WELFARE FUNDRAISING



As environmental, outdoor, and animal welfare concerns heat up, there are now over 500 new foundations funding conservation, wildlife, and the environment according to Janikowski Research, an innovative research firm that lists new foundations funding conservation, wildlife, and the environment. The ALC 2010 Environmental & Animal Welfare Fundraising Market Update features lists of environmentally concerned donors in both primary and secondary markets that support such groups.

Wilderness leagues, wildlife federations, humane societies, land trusts, conservation groups, botanical gardens, zoos, science centers, river restoration groups, and many other environmental non-profits stand to benefit from appealing to donors on ALC managed lists. Giving has become a cause de célèbre from longtime environmental advocate, musician Jack Johnson donating to the Gulf of Mexico oil spill recovery to “The Giving Pledge,” spearheaded by Bill Gates and Warren Buffet, which inspires billionaires to donate fortunes to charity. Such public displays of giving encourage others to follow suit because individual support is vital to the work that environmental charities do.

These donors are more likely to be educated homeowners with higher-than average-incomes. That is exactly who you will reach across the board with ALC lists that are proven to work for environmental, outdoor, and animal welfare charities.

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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www.ALCdata.com

Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Appalachian Mountain Club	53,000	\$85/M	Adirondack Mountain Club, Friends of the Blue Hills, Rails-to-Trails Conservancy	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
Central Park Conservancy	11,000	Exchange Only	Brooklyn Botanic Gardens, New York Restoration Project, Parks & Trails New York	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
Civil War Preservation Trust	82,000	\$95/M	Gettysburg Foundation, National Trust for Historic Preservation, Rails-to-Trails Conservancy	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
GreenCore Masterfile	422,000	\$105/M	Natural Resources Defense Council, Nature Conservancy, Sierra Club	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Jane Goodall Institute	63,000	\$85/M	Environmental Defense Fund, Greenpeace, Natural Resources Defense Council	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
The Nature Conservancy	532,000	\$80/M	American Bird Conservancy, American Rivers Conservation, Conservation Coalition	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Active Interest Media				
• Backpacker Magazine	149,000	\$105/M	Appalachian Trail Conservancy, National Parks & Conservation, Nature Conservancy	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
• Climbing	26,000	\$110/M	The American Alpine Club, Sierra Club, World Wildlife Fund	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
• Log Home Living	49,000	\$105/M	Adirondack Life, Sierra Club, Nature Conservancy	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
• Old-House Interiors	13,000	\$105/M	Colonial Williamsburg, National Trust for Historic Preservation, Society for the Preservation of NE	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
• Old-House Journal	76,000	\$105/M	Colonial Williamsburg, National Trust for Historic Preservation, Society for the Preservation of NE	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
• Vegetarian Times	206,000	\$105/M	Animal Legal Defense Fund, Nature Conservancy, World Wildlife Fund	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
• Yoga Journal	191,000	\$110/M	Nature Conservancy, National Arbor Day Foundation, Sierra Club	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
American Diabetes Association	1,649,000	\$80/M	Central Park Conservancy, Environmental Defense Fund, Western Pennsylvania Conservancy	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Audubon Workshop	21,000	\$100/M	National Audubon Society, National Geographic Society, National Wildlife Society	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Bicycling/Mountain Bike Magazine	146,000	\$100/M	Central Park Conservancy, NYC Century Bike Tour, Rails-to-Trails Conservancy	Susan Packard – 609-580-2785 susan.packard@alc.com
Birder's World	18,000	\$100/M	American Bird Conservancy, National Audubon Society, Nature Conservancy	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Democratic Congressional Campaign Committee	295,000	\$90/M	League of Conservation Voters, Natural Resources Defense Council, Washington Environmental	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Direct Checks Masterfile	8,796,000	\$90/M	National Trust for Historic Preservation, Natural Resources Defense Council, Ocean Conservancy	Danielle LaSala – 914-524-5235 danielle.lasala@alc.com

Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
The Economist	523,000	\$145/M	Forest Park Forever, Inc., Trustees of Reservations, Western PA. Conservancy	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Friends of the Smithsonian	59,000	\$100/M	Chesapeake Bay Foundation, National Parks & Conservation Association, National Parks Foundation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Frontgate/grandinroad Masterfile	1,463,000	\$120/M	Central Park Conservancy, Trustees of Reservations, World Wildlife Fund	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Habitat for Humanity International	1,042,000	\$80/M	Chesapeake Bay Foundation, Environmental Defense Fund, Golden Gate National Parks Association	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Harry & David	2,321,000	\$105/M	Central Park Conservancy, Friends of Urban Forests, Golden Gate National Parks Association	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Hearst Masterfile	10,809,000	\$105/M	Forest Park Forever, National Arbor Day Foundation, National Geographic Society	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Jackson & Perkins	831,000	\$105/M	National Wildlife Federation, NY Botanical Gardens, Schreiner Gardens	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
KCET	95,000	Exchange Only	National Parks & Conservation, Nature Conservancy, Yosemite Conservancy	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
KQED Bay Area Public Broadcasting	99,000	\$80/M	Bay Area Ridge Trail Council, Earthjustice Legal Defense Foundation, National Parks Foundation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Meredith Database Masterfile	15,546,000	\$105/M	Central Park Conservancy, National Arbor Day Foundation, National Resources Defense Council	Marc Patterson – 609-580-2747 marc.patterson@alc.com
Mother Earth News	332,000	\$105/M	Conservation Coalition, National Arbor Day Foundation, Sierra Club	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Mother Jones	154,000	\$110/M	Central Park Conservancy, National Audubon Society, Natural Resources Defense Council	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
NARAL	179,000	\$75/M	Drakes Bay Foundation, Natural Resources Defense Council, World Wildlife Fund	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
North Shore Animal League of America	1,924,000	\$90/M	Central Park Conservancy, Helen Woodward Animal Center, Nature Conservancy	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Organic Gardening*	254,000	\$100/M	National Arbor Day Foundation, World Wildlife Fund	Susan Packard – 609-580-2785 susan.packard@alc.com
Outside	513,000	\$105/M	Central Park Conservancy, Golden Gate National Parks Association, Sierra Club	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
Special Olympics International	1,183,000	\$80/M	Chesapeake Bay Foundation, National Parks & Conservation Association, Natural Resources Defense Council	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
The Territory Ahead	554,000	\$115/M	California State Park Foundation, San Mateo Parks Foundation, Trustees of Reservations	Susan Packard – 609-580-2785 susan.packard@alc.com
Texas Parks & Wildlife	83,000	\$95/M	National Audubon Society, National Park Trust, Zoo Consortium	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Utne	30,000	\$105/M	Green America, Natural Resources Defense Council, Sierra Club	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com

* To support the environment, Organic Gardening does not include subscription cards in the magazine.

Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
The Wall Street Journal	1,300,000	\$140/M	Central Park Conservancy, Friends of the High Line, Trustees of Reservations	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Wilson Quarterly	33,000	\$110/M	National Audubon Society, Nature Conservancy, World Wildlife Fund	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Yankee Magazine	294,000	\$100/M	Appalachian Mountain Club, Crotched Mountain Foundation, National Audubon Society	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Additional Response Files Available with Market Specific Enhancements such as GreenAware and Environmental Selects:

List	Count	Rate	Contact
American Diabetes Association Enhanced			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Behavioral Greens	768,000	\$80/M+\$30/M	
• Think Green	191,000	\$80/M+\$30/M	
• Potential Greens	139,000	\$80/M+\$30/M	
AMO Corporate Megafile – GreenAware	669,000	\$105/M+\$30/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Barney's New York Enhanced – GreenAware	638,000	\$120/M+\$30/M	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
Direct Checks Enhanced Masterfile – GreenAware	3,896,000	\$90/M+\$30/M	Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
Dow Jones Consumer Enhanced Masterfile – GreenAware	989,000	\$170/M+\$30/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
DRG Masterfile – GreenAware	1,173,000	\$105/M+\$30/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Economist Enhanced – GreenAware	414,000	\$145/M+\$30/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Entrepreneur Magazine Enhanced			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Behavioral Greens	154,000	\$120/M+\$30/M	
• Think Green	103,000	\$120/M+\$30/M	
• Potential Green	161,000	\$120/M+\$30/M	
Frontgate & grandinroad – GreenAware	559,000	\$120/M+\$30/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Habitat for Humanity International Enhanced			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Behavioral Greens	583,000	\$80/M+\$30/M	
• Think Green	148,000	\$80/M+\$30/M	
• Potential Green	98,000	\$80/M+\$30/M	
JC Whitney – GreenAware	1,031,000	\$100/M+\$30/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Kiplinger Consumer Enhanced Masterfile			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Behavioral Greens	306,000	\$140/M+\$30/M	
• Think Green	89,000	\$140/M+\$30/M	
• Potential Green	44,000	\$140/M+\$30/M	
MH2 Consumers + Credit – Green Consumers	1,141,000	\$85/M	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com

**Additional Response Files Available with Market Specific Enhancements
such as GreenAware and Environmental Selects:**

List	Count	Rate	Contact
North Shore Animal League America Enhanced – GreenAware			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Behavioral Greens	666,000	\$90/M+\$30/M	
• Think Green	236,000	\$90/M+\$30/M	
• Potential Green	424,000	\$90/M+\$30/M	
Northern Tool & Equipment – Consumer Buyers Enhanced – Donors to Environmental Causes	97,000	\$110/M+\$17/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Provell Proven Programs Enhanced – GreenAware	1,503,000	\$100/M+\$30/M	Megan Corigliano – 609-580-2731 megan.corigliano@alc.com
Rodale Whole Life US Enhanced Masterfile – Environmental Issues	790,000	\$100/M+\$16/M	Susan Packard – 609-580-2785 susan.packard@alc.com
Sportsman’s Guide Enhanced – GreenAware	915,000	\$100/M+\$30/M	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
TV Guide Enhanced – Environmental Issue Responders	610,000	\$105/M+\$18/M	Susan Packard – 609-580-2785 susan.packard@alc.com
US News & World Report Enhanced – GreenAware	528,000	\$105/M+\$30/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Wealth Window			Emily Briody – 609-580-2971 emily.briody@alc.com
• Green Affluents	4,195,000	\$95/M+\$20/M	
• Wealth Window Major Gift Givers/Donors – Environmental Causes Donors	685,000	\$82/M+\$16/M	
Weight Watchers – GreenAware	506,000	\$105/M+\$30/M	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Yankee Magazine Enhanced			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Behavioral Green	247,000	\$100/M+\$30/M	
• Think Green	59,000	\$100/M+\$30/M	
• Potential Green	40,000	\$100/M+\$30/M	

Fundraising prices available on most files. Please inquire.

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



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