

Market Update 2011

HEALTH FUNDRAISING



The Association for Healthcare Philanthropy (AHP) reports that healthcare related charitable foundations increased 8% to over \$8 billion in donations last year, with individual donors contributing almost 60%.

Americans share a concern for the future of healthcare by donating money toward medical research, hospital non-profits, and organizations dedicated to helping those in need of healthcare services. All health-related charitable causes must rely on the generosity of individual donors who represent the majority of their funding.

The key to tapping into these donors is reaching those already engaged in supporting health causes. If you're seeking high-dollar gifts in support of research and treatment for specific diseases and for non-profit healthcare organizations, then target the established donors on these ALC-managed lists.

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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Health Fundraising

Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Active Interest Media				
• Vegetarian Times	235,000	\$75/M	Healthy Lifestyles Response, Leukemia & Lymphoma Society, Vegetarian Resource Group	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
American Diabetes Association	1,555,000	\$80/M	Alzheimer's Association, ALS Association, American Heart Association	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
American Health Assistance Foundation				
• Alzheimer's Disease Research	498,000	\$75/M	American Diabetes Association, Memorial Sloan-Kettering Cancer Hospital, National Foundation for Cancer Research	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Macular Degeneration Research	158,000	\$75/M	American Cancer Society, Guiding Eyes for the Blind, National Multiple Sclerosis Society	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• National Glaucoma Research	35,000	\$75/M	ALS Association, National Foundation for Cancer Research, Parkinson Disease Foundation	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
American Public Health Association (APHA)	16,000	\$115/M	American Institute for Cancer Research, American Psychological Association, National Institute of Health	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Arthritis Today	264,000	\$75/M	Alsac/St.Jude's Children's Hospital, Mayo Clinic, National Cancer Coalition	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Children's Cancer Research Fund	254,000	\$80/M	American Diabetes Association, Cystic Fibrosis Foundation, Leukemia & Lymphoma Society	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
NARAL Pro-Choice America	180,000	\$75/M	Drug Policy Alliance Network, Engender Health, Whitman Walker Clinic	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Rodale				
• Men's Health	1,058,000	\$75/M	Alsac/St. Jude's Children's Hospital, Crohn's & Colitis Foundation, Leukemia & Lymphoma Society	Susan Packard – 609-580-2785 susan.packard@alc.com
• Prevention Magazine	2,001,000	\$75/M	Mayo Clinic, Multiple Sclerosis Society, University Hospital Foundation	Susan Packard – 609-580-2785 susan.packard@alc.com
• Canadian Subscribers	87,000	\$75/M +\$10/M		
• Rodale Whole Life Bookbuyers Masterfile Health Bookbuyers	1,338,000	\$75/M +\$12/M	Alsac/St.Jude's Children's Hospital, Leukemia & Lymphoma Society, National Diabetes Fund	Susan Packard – 609-580-2785 susan.packard@alc.com
• Women's Health	913,000	\$75/M	Alsac/St. Jude's Children's Hospital, Dana Farber Cancer Institute, Leukemia & Lymphoma Society	Susan Packard – 609-580-2785 susan.packard@alc.com
Special Olympics International	1,056,000	\$80/M	American Cancer Society, American Heart Association, Doctors Without Borders	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Weight Watchers Magazine	1,003,000	\$75/M	Alsac/St.Jude's Children's Hospital, American Diabetes Association, National Breast Cancer Research Foundation	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com

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Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Artistic Direct Corporate Masterfile	6,731,000	\$70/M	American Diabetes Association, Cystic Fibrosis Foundation, National Foundation for Cancer Research	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Checks Unlimited	7,496,000	\$70/M	American Institute for Cancer Research, Cystic Fibrosis Foundation, Leukemia & Lymphoma Society	Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
Collin Street Bakery	228,000	\$75/M	American Cancer Society, National Cancer Institute, Texas Children's Hospital	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Democratic Congressional Campaign Committee	287,000	\$75/M	Alzheimer's Association, Doctors Without Borders, Memorial Sloan-Kettering Cancer Hospital	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Direct Checks Enhanced Masterfile	10,125,000	\$70/M	Alsac/St.Jude's Children's Hospital, March of Dimes, National Breast Cancer Research Foundation	Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
Dow Jones				
• SmartMoney	842,000	\$70/M	Alsac/St.Jude's Children's Hospital, Dana Farber Cancer Institute, Smile Train	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• The Wall Street Journal	1,226,000	\$75/M	Children's Miracle Network, Dana Farber Cancer Institute, Doctors Without Borders	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
DRG Enhanced Craft Masterfile	3,162,000	\$75/M	Disabled American Veterans, Memorial Sloan-Kettering Cancer Hospital, Paralyzed Veterans of America	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
The Economist	569,000 <small>(*for health disease non-profits)</small>	\$70/M*	Doctors Without Borders, Smile Train, Special Olympics	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Forbes	979,000	\$75/M	Alsac/St.Jude's Children's Hospital, Planet Rehab, Smile Train	Susan Packard – 609-580-2785 susan.packard@alc.com
Friends of the Smithsonian	56,000	\$80/M	Memorial Sloan-Kettering Cancer Hospital, Parkinson's Disease Foundation, Smile Train	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Frontgate Catalog	1,220,000	\$75/M	Alzheimer's Association, Dana Farber Cancer Institute, Texas Children's Hospital	Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
Habitat for Humanity	1,074,000	\$80/M	Alzheimer's Association, March of Dimes, National Cancer Research Center	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Harry & David	2,041,000	\$75/M	American Heart Association, March of Dimes, M.D. Anderson Cancer Research	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Hearst Publications				
• Food Network Magazine	996,000	\$70/M	Alsac/St.Jude's Children's Hospital, American Heart Association, Texas Children's Hospital	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Good Housekeeping	3,153,000	\$70/M	American Diabetes Association, National Breast Cancer Research Foundation, Texas Children's Hospital	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Redbook	1,555,000	\$70/M	Alsac/St. Jude's Children's Hospital, National Breast Cancer Research Foundation, Texas Children's Hospital	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Town & Country	294,000	\$70/M	Alsac/St. Jude's Children's Hospital, Smile Train, Texas Children's Hospital	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com

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Here Media				
• Out Magazine	248,000	\$95/M	American Foundation for Aids Research, Gay Men's Health Crisis, Whitman Walker Clinic	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
• Out/Advocate Enhanced Masterfile	99,000	\$95/M	Leukemia & Lymphoma Society, National Aids Marathon, San Francisco Aids Foundation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
KCET Public Television Los Angeles	61,000	Exchange Only	Alzheimer's Association, American Cancer Association, Macular Degeneration Research	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Kiplinger Washington Editors				
• The Kiplinger Letter	126,000	\$75/M	American Cancer Society, Dana Farber Cancer Institute, Smile Train	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Kiplinger's Personal Finance	602,000	\$75/M	Alzheimer's Association, Children's Miracle Network, Dana Farber Cancer Institute	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Kiplinger's Retirement Report	80,000	\$75/M	Alzheimer's Association, Dana Farber Cancer Institute, Prostate Cancer Research Foundation	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
KQED Bay Area Public Broadcasting	85,000	\$80/M	Doctors Without Borders, Ravenswood Family Health Center, San Francisco General Hospital Foundation	Kerry Fischette – 609-580-2875 kerry.fischette@alc.com
Lenox Corporation	473,000	\$70/M	American Heart Association, March of Dimes, Smile Train	Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
Mother Jones Magazine	148,000	\$85/M	Doctors Without Borders, Life Extension Foundation, Smile Train	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
North Shore Animal League America Masterfile	1,858,000	\$90/M	Alzheimer's Association, Cystic Fibrosis Foundation, Guide Dog Foundation	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
Reader's Digest				
• Every Day With Rachael Ray	1,243,000	\$85/M	Alsac/St.Jude's Childrens Hospital, American Diabetes Association, Dana Farber Cancer Institute	Susan Packard – 609-580-2785 susan.packard@alc.com
• Reader's Digest Large Print	272,000	\$75/M	Easter Seals Society, Paralyzed Veterans of America, United Spinal Association	Susan Packard – 609-580-2785 susan.packard@alc.com
• Reader's Digest Magazine	2,666,000	\$75/M	Children's Miracle Network, March of Dimes, National Breast Cancer Research Foundation	Susan Packard – 609-580-2785 susan.packard@alc.com
• Reader's Digest PerfectMatch™ Modeling	16,500,000	\$75/M	Leukemia & Lymphoma Society, Mayo Clinic, Memorial Sloan-Kettering Cancer Hospital	Susan Packard – 609-580-2785 susan.packard@alc.com
Rodale				
• Bicycling/Mountain Bike Magazine	166,000	\$75/M	Adventure Cycling Association, Leukemia & Lymphoma Society, National Multiple Sclerosis	Susan Packard – 609-580-2785 susan.packard@alc.com
• Rodale PerfectMatch™ Modeling	6,163,000	\$75/M	American Heart Association, Mayo Clinic, Memorial Sloan-Kettering Cancer Hospital	Susan Packard – 609-580-2785 susan.packard@alc.com
• Rodale Whole Life Canadian Masterfile	309,000	\$75/M +\$10/M	Canadian Cancer Society, Heart & Stroke Foundation, Mayo Clinic	Susan Packard – 609-580-2785 susan.packard@alc.com

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Secondary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Rodale (continued)				
• Rodale Whole Life Spanish Book Buyers	53,000	\$75/M +\$10/M	Cystic Fibrosis Foundation, Leukemia & Lymphoma Society, Texas Children's Hospital	Susan Packard – 609-580-2785 susan.packard@alc.com
• Runner's World	446,000	\$75/M	American Cancer Society, Crohn's & Colitis Foundation, Leukemia & Lymphoma Society	Susan Packard – 609-580-2785 susan.packard@alc.com
The Saturday Evening Post	298,000	\$80/M	American Institute for Cancer Research, Mayo Clinic, Smile Train	Susan Packard – 609-580-2785 susan.packard@alc.com
Time Life Entertainment Masterfile	2,558,000	\$75/M	Children International, Disabled American Veterans, Paralyzed Veterans of America	Susan Packard – 609-580-2785 susan.packard@alc.com
TV Guide Magazine	1,759,000	\$75/M	Disabled American Veterans, Leukemia & Lymphoma Society, Paralyzed Veterans of America	Susan Packard – 609-580-2785 susan.packard@alc.com
Yankee Magazine	282,000	\$75/M	Dana Farber Cancer Institute, National Breast Cancer Research Foundation, Newport Hospital	Lisa Donzella – 914-524-5263 lisa.donzella@alc.com

Let us provide your next Health Fundraising mailers with these proven lists.



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