Catholic Digest Magazine

SEGMENTS

351,350	Total Universe/Base Rate	$75.00/M
351,350	Former Paid Subscribers	$75.00/M
13,756	Former Canadian Subscribers	$75.00/M

DESCRIPTION

Reach 100% direct mail sold former paid subscribers to Catholic Digest Magazine. These subscribers are mostly professional women, mothers and grandparents who live active lifestyles. They are socially conscious and get involved with charitable work and their children's education. They want the best for their families; they enjoy shopping for home decor, electronics, apparel, children's products and more. When these subscribers are not helping at schools or volunteering for a charitable cause they are cooking, entertaining, gardening and traveling with their families.

These paid subscribers, with above average income, have the disposable income which makes them the perfect audience for subscription, catalogs, health and insurance offers.

$51,700 Median HHI
56.7 Median Age
65% Married
38% Children in HH
82% Size of HH 2+
46% Grandparents
41% Employed Full Time
77% Own Home
$214,500 Median Home Value
57% Make monthly donations to Catholic charities

Source is 100% Direct Mail Sold.

Full payment required if cancelled after the mail date. All cancelled orders will be charged a $100.00F cancellation fee whether or not the order has been run. If the order was run, running charges, shipping, and applicable media fees will apply. All orders cancelled after mail date or merge purge will be billed at full charges.

DATE
UPDATED DAILY

UNIT OF SALE
$23.95

GENDER
65% FEMALE
35% MALE

MEDIA
Publications

ADDRESSING

EMAIL	$75.00/F
KEYING	$ 5.00/M

ADDITIONAL CHARGES

GENDER/SEX	$10.00/M
SCF	$10.00/M
STATE	$10.00/M
ZIP	$10.00/M

MINIMUM ORDER
5,000

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