

FAITH-BASE CATALOG BUYERS

SEGMENTS

3,161,487	Total Universe/Base Rate	\$80.00/M
3,161,487	12 Month Buyers	\$80.00/M
1,563,374	6 Month Buyers	\$80.00/M
776,219	3 Month Buyers	\$80.00/M
255,804	1 Month Hotline Buyers	\$80.00/M
	EMAIL NAMES AVAILABLE - INQUIRE	\$150.00/M

DESCRIPTION

Faith-Base is the most complete, multi-sourced and data-rich religious based consumer file on the market! Now you can reach those consumers who have made a direct mail, catalog purchase. Catalog purchase category is available based on purchase history. In addition, Faith Based is enhanced with most demographic and lifestyle interest data available on the market to pinpoint your perfect prospects.

Selects Available:

CATALOG TYPE (12 mos):

Apparel: 82,161
Beauty Care: 45,148
Jewelry: 28,998
Home Furnishing: 66,350
Electronics: 70,830
Sports/Health & Fitness: 53,836

RELIGION:

Catholics, Jewish, Protestant
Inquire for Other Religions

ENHANCEMENTS:

Age
Income
Presence of Children
Travelers
Credit Card Holders
Grandparents
Ethnicity

Faith Base

No matter what you need, we can try and target your best combination of segments to accomplish your goal.

Sample Mail Piece required.

Full payment required if cancelled after the mail date. All cancelled orders will be charged a \$50.00F 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 Monthly

GENDER

21% MALE 77% FEMALE

MEDIA

Multi-Sourced

ADDRESSING

EMAIL \$65.00/F
FTP \$65.00/F

ADDITIONAL CHARGES

AGE \$10.00/M
CATHOLIC \$10.00/M
CHANGE OF ADDRESS \$10.00/M
CREDIT CARD BUYERS \$15.00/M
DEMOGRAPHIC SELECT \$10.00/M
ETHNICITY \$10.00/M
GENDER/SEX \$7.00/M
HOUSEHOLD INCOME SELECT \$10.00/M
JEWISH \$10.00/M
LIFESTYLE SELECT \$10.00/M
MAIL ORDER BUYERS \$10.00/M
ONLINE ACTIVITY \$10.00/M
OTHER RELIGION \$10.00/M
PHONE NUMBER \$20.00/M
POLITICAL AFFILIATION \$10.00/M
PRESENCE OF CHILDREN \$10.00/M
Product Type \$10.00/M
RECENCY \$10.00/M
SCF \$7.00/M
STATE \$7.00/M
ZIP \$7.00/M

MINIMUM ORDER

10,000
\$600.00 MINIMUM PAYMENT

LIST OWNER/MANAGER

-----WEBSITE-----
<http://www.trinitydirect.net>

--MANAGER'S EMAIL ADDRESS---

Maribel Escobales-Ramos
(973) 283-3600
maribele@trinitydirect.net



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10 Park Place
Butler NJ 07405

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NET NAME POLICY

85% +\$10.00

RUN CHARGES

50,000