

# FAITH-BASE MATURE MARKET FILE

## SEGMENTS

703,642	Total Universe/Base Rate	\$80.00/M
452,691	6 Mos Donors, Age 60+	\$80.00/M
396,245	6 Mos Subscribers, Age 60+	\$80.00/M
271,498	6 Mos Buyers, Age 60+	\$80.00/M

3 Mos and 1 Mos Available - Inquire  
Age 55+, 65+ and more available - Inquire

732,547 **EMAIL NAMES AVAILABLE - INQUIRE**

## DESCRIPTION

Faith-Base, the most complete, multi-sourced and data-rich religious based consumer file on the market, is proud to make available its exclusive list of age 50+ Buyers, Donors and Readers. These direct mail sold consumers are Religious, they donate to a diverse spectrum of causes, are active subscribers to magazines or books, are web surfers and are online buyers, travelers, and more!

**Faith-Base is a must test for so many mailers, since we can customize selections to fit your needs!**

*Faith Based is enhanced with most demographic and lifestyle interest data available on the market to pinpoint your perfect prospects.*

## Choose From:

**RELIGION:** Catholics, Jewish,  
Inquire for Other Religions

## **DONOR CAUSES:**

Children's Health, Veterans, Political, Environmental,  
Animal, Cultural

**BUYERS:** Bible Devotional, Audio/Video

## **SUBSCRIBERS:**

Magazine Subs, Book Buyers, Bible Devotional

**ENHANCEMENTS:** Age, Income, Presence of Children  
(under 6) Travelers, Credit Card Holders, Pet Ownership  
...and more!

**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	\$55.00/F
FTP	\$55.00/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
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
REGENCY	\$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](mailto:maribele@trinitydirect.net)**-----



Trinity Direct  
10 Park Place  
Butler NJ 07405

Phone: (973) 283-3600  
Fax: (973) 283-3606