

# LATIN MASS MAGAZINE/KEEP THE FAITH

## SEGMENTS

5,879	Total Universe/Base Rate	\$120.00/M
5,879	ACTIVE SUBSCRIBERS/BUYERS/ DONORS	\$120.00/M

## DESCRIPTION

This is a file of both subscribers to *Latin Mass Magazine*, and active and serious donors and buyers of the audio-visual publisher, *Keep the Faith*.

*The Latin Mass Magazine* readers are conservative Catholics with a love of tradition and a desire to see the future with hope.

An apostolate of *Keep The Faith*, Latin Mass is a journal of Catholic culture which is published four times per year. Subscribers pay \$30.00 per year, and average age is 51.

*Keep The Faith* features the largest collection of Archbishop Fulton Sheen's work including "Life Is Worth Living" a popular television series, as well as having many programs and speakers highlighted. It is a non-profit organization, working to bring the truth of the Catholic Church to as many souls as possible.

It is important to note that traditional and conservative Catholics tend to be much more generous and responsive to appeals and conservative Catholic subscriptions than most other Catholics. They buy products and will donate to causes which relate to the magisterium of the Church and the needs expressed by the Holy Father.

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## DATE

UPDATED BI-ANNUALLY

## UNIT OF SALE

\$30.00

## MEDIA

Direct response

## ADDRESSING

EMAIL \$65.00/F

## ADDITIONAL CHARGES

SCF	\$7.00/M
STATE	\$7.00/M
ZIP	\$7.00/M

## MINIMUM ORDER

5,000

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