MAGNIFICAT

SEGMENTS

292,988	Total Universe/Base Rate	$110.00/M
13,156	3 MO HL	$125.00/M
73,870	6 MO HL	$120.00/M
67,026	12 MO HL	$115.00/M
94,879	Actives	$115.00/M
41,985	6 MO FORMERS	$ 90.00/M
198,109	TOTAL FORMERS	$ 75.00/M
14,502	ACTIVE LARGE PRINT BUYERS	$115.00/M

CONSUMER OFFERS - INQUIRE FOR DISCOUNT

DESCRIPTION

MAGNIFICAT is a lavishly printed, pocket sized worship aid of more than 400 pages. MAGNIFICAT subscribers and gift-givers are passionate, committed, and educated Catholics seeking to deepen their faith and prayer life. Their subscribers are well-read with above average incomes, spending $44.95 for a 1 year subscription.

MAGNIFICAT is published 13 times per year (once per month, along with a special issue for Holy Week). MAGNIFICAT offers the official texts of the daily mass, meditations, spiritual writings, and essays on the lives of the Saints of today and the past. Each issue also includes beautiful prayers for both morning and evening, inspired by the Liturgy of the Hours, and each issue concludes with a commentary - and quality reproduction - of a masterpiece of sacred art.

Source is Direct Mail, Direct to Publisher and Paid.

Non-reciprocal fee $20/M

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 QUARTERLY

UNIT OF SALE
$44.95

GENDER
33% MALE
67% FEMALE

MEDIA
Publications

ADDRESSING

EMAIL	$75.00/F
KEYING	$ 5.00/M

ADDITIONAL CHARGES

GENDER/SEX	$ 7.00/M
SCF	$ 7.00/M
STATE	$ 7.00/M
ZIP	$ 7.00/M

MINIMUM ORDER
5,000

LIST OWNER/MANAGER

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