

MONASTERY ICONS MAIL ORDER BUYERS

SEGMENTS

233,067	Total Universe	\$90.00/M
8,297	6 Month Buyers	\$110.00/M
14,074	12 Month Buyers	\$110.00/M
27,131	24 Month Buyers	\$100.00/M
40,995	36 Month Buyers	\$90.00/M

DESCRIPTION

Responsive high-dollar mail order buyers from the renowned Monastery Icons catalog. This catalog features exquisite icon reproductions and other traditional sacred art, handsome icon specialties and gifts, books, audio tapes as well as church banners, medallions and church supplies such as liturgical incense.

Monastery Icons in business since 1981 has become one of the largest manufacturers and distributors of icon reproductions in the U.S. Its distinguished icons include a unique and full selection of both Eastern and Western traditional subjects, with broad appeal to all Christian denominations.

Customer base includes Roman Catholic, Eastern Orthodox, Episcopalian and other denominations. 63% of the list is comprised of individual buyers and 37% are churches and church-related organizations such as altar guilds, etc.

Mail date clearance and sample 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

SEMIANNUALLY

MEDIA

Direct mail sold

\$105 avg. order

ADDITIONAL CHARGES

Geo \$8.00/M
Email \$65.00/F

MINIMUM ORDER

5,000

LIST OWNER/MANAGER

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

--MANAGER'S EMAIL ADDRESS--
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