SOPHIA PRESS MASTERFILE – CATHOLIC BOOK BUYERS

SEGMENTS

49,314	Total Universe	$100.00/M
21,188	L 12 mos. Postal Addresses	$120.00/M
14,831	13-24 mos. Postal Addresses	$ 90.00/M
13,295	25-36 mos. Postal Addresses	$ 90.00/M
49,314	Email Addresses	$150.00/M

DESCRIPTION

Reach individuals who have purchased a book from Sophia Press one of the leading **Catholic** publishing organizations in the country. Buyers are devout, educated **Catholics** who are eager to practice and enhance their faith through the written word. Sophia Press publishes and distributes faithful Catholic classics and new texts by the great enduring figures of the Catholic intellectual tradition. Their mission is to nurture the spiritual, moral, and cultural life of souls and to spread the Gospel of Christ in conformity with the teachings of the magisterium of the Roman Catholic Church.

This file will work for Catholic and religious offers including fundraising, publishing, consumer-related gifts and merchandise, travel and pilgrimages, education offers as well as other book publishing offers, subscriptions, and donor programs.

Sophia Institute accomplishes this chiefly by using printed media and works of art and through the use of cultural projects, charitable activities, information services, conferences, and other means.

Sophia's authors include St. Augustine, St. Thomas Aquinas, St. Therese of Lisieux, Archbishop Fulton Sheen, Dietrich von Hildebrand, and many others.

Sample mail piece is required.
NON-RECIPROCAL FEE $20.00/M

SOPHIA INSTITUTE PRESS

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, will be billed at full charges.

UPDATE:
ANNUALLY

UNIT OF SALE
$25.00

GENDER
70% FEMALE

SOURCE
DIRECT RESPONSE

ADDRESSING

FTP	$75.00/F
Email	$75.00/F
Email Blast	$25.00/M
Set-up fee	$150.00/F

ADDITIONAL CHARGES

SCF	$7.00/M
STATE	$7.00/M
ZIP	$7.00/M
GENDER	$7.00/M
NON-RECIPROCAL FEE	$20.00/M

MINIMUM ORDER
5,000

CANCELLATION
Cancellation Fee $50.00/F

LIST OWNER/MANAGER
----------WEBSITE----------
http://www.trinitydirect.net

--MANAGER'S EMAIL ADDRESS---
Maribel Escobales-Ramos
(973) 283-3600
maribele@trinitydirect.net

Trinity Direct
10 Park Place
Butler NJ 07405

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