

COUNTRY CHRISTIAN BOOK BUYERS

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| 211,369 | 12 MONTH BOOK BUYERS | \$80.00/M |
| 136,388 | 6 MONTH BOOK BUYERS | +\$10.00/M |
| 88,652 | 3 MONTH BOOK BUYERS | +\$15.00/M |
| 36,871 | 1 MONTH BOOK BUYERS | +\$20.00/M |

EMAIL ADDRESSES - INQUIRE

UNIT OF SALE:
\$27.00 AVERAGE

GENDER: 75% FEMALE

THESE CHRISTIAN BOOK BUYERS LIVE IN RURAL AREAS AND RELY ON MAIL ORDER TO SUSTAIN THEIR NEEDS. DEVOTED TO PROVIDING THE BEST FOR THEIR FAMILIES, THESE WOMEN WITH AN AVERAGE AGE OF 47, ARE PILLARS OF THEIR COMMUNITIES INVOLVED IN FUNDRAISING, CHURCH BAZAARS AND CHARITY FUNCTIONS. THEY TITHE REGULARLY AND DONATE TO CHILDRENS AND HEALTH CAUSES. THESE CHRISTIANS ARE DEDICATED READERS THAT STRESS THE IMPORTANCE OF EDUCATION THROUGH DAILY READING AT HOME.

ADDRESSING:
SEE SELECTIONS

KEYING: \$5.00/M

THESE MARRIED, CHRISTIAN WOMEN READ AN AVERAGE OF FOUR INSPIRATIONAL NOVELS PER MONTH. THEY ORDER BIBLE STUDY MATERIALS AND SUBSCRIBE TO CHRISTIAN MAGAZINES. THEY BELIEVE IN RAISING THEIR CHILDREN IN A CHRISTIAN HOME WITH STRONG MORALS, ETHICS AND FAMILY VALUES SUPPORTED BY THEIR CHRISTIAN FAITH.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

SOURCE: 100% DIRECT MAIL

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| SELECTIONS: STATE, SCF, ZIP | \$10.00/M |
| AGE, INCOME | \$10.00/M |
| GENDER | \$10.00/M |
| DEMOGRAPHICS | \$10.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

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