

**RELIGIOUS BOOK, MAGAZINE, MOVIE AND MUSIC BUYERS**

549,176	12 MONTH BOOK BUYERS	\$80.00/M	UNIT OF SALE:
220,013	12 MONTH MAGAZINE SUBSCRIBER	\$80.00/M	\$27.00 AVERAGE
210,789	12 MONTH MOVIE BUYERS	\$80.00/M	
361,986	12 MONTH MUSIC BUYERS	\$80.00/M	
	6 MONTH BUYERS	+\$10.00/M	
	3 MONTH BUYERS	+\$15.00/M	
	1 MONTH BUYERS	+\$20.00/M	
	NON-PROFIT RATE	\$70.00/M	
	EMAIL ADDRESSES - INQUIRE		

GENDER: 75% FEMALE

THESE RELIGIOUS AND INSPIRATIONAL BUYERS ARE DEVOTED TO PROVIDING THE BEST FOR THEIR FAMILIES. WITH AN AVERAGE AGE OF 47, THEY ARE PILLARS OF THEIR COMMUNITIES INVOLVED IN FUNDRAISING, CHURCH BAZAARS AND CHARITY FUNCTIONS. THEY DONATE THEIR TIME AND MONEY TO MULTIPLE CAUSES. THESE SPIRITUAL BUYERS ARE DEDICATED TO THEIR BELIEFS AND STRESS THE IMPORTANCE OF CONTINUED EDUCATION THROUGH FAITH BASED PRODUCTS AND SERVICES.

ADDRESSING:  
SEE SELECTIONS

KEYING: \$5.00/M

THE BOOK BUYERS READ AN AVERAGE OF FOUR INSPIRATIONAL BOOKS PER MONTH. THEY ORDER BIBLE STUDY MATERIALS, SUBSCRIBE TO SPIRITUAL MAGAZINES, WATCH INSPIRATIONAL MOVIES AND LISTEN TO FAITH BASED MUSIC. THEY BELIEVE IN RAISING THEIR CHILDREN WITH STRONG MORALS, ETHICS AND FAMILY VALUES SUPPORTED BY THEIR FAITH.

MINIMUM ORDER:  
5,000

SAMPLE REQUIRED

UPDATED MONTHLY

SELECTIONS AVAILABLE @ \$10/M

RELIGIOUS DENOMINATION	POLITICAL AFFILIATION
CONTINUITY CLUB BUYER	PRESENCE OF CHILDREN
PRESENCE OF GRANDCHILDREN	FICTION OR NON-FICTION BUYERS
INSPIRATIONAL BOOK OR MOVIE BUYERS	HISTORY BOOK OR MOVIE BUYERS
HUMOR BOOK OR MOVIE BUYERS	DONOR BY CATEGORY

SOURCE: 100% DIRECT MAIL SOURCED THROUGH CONSUMERVISION

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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