

## List Rental

# National Catholic Reporter

THE INDEPENDENT CATHOLIC NEWSPAPER



NCR's mission is: **Seeking to inform and inspire a just and peaceful world, serving as a platform for discussions of church, society and global community.** NCR subscribers are well-educated professionals who are highly responsive to direct mail offers. They are interested in peace and justice, health and wellness, spirituality and environmental issues. Ideal for fundraisers, publishers and religious goods.

\$95/M

Active Subscribers \_\_\_\_\_ 28,300  
Selections:  
Laity \_\_\_\_\_ 19,485  
Clergy \_\_\_\_\_ 3,338  
Women Religious \_\_\_\_\_ 3,546  
Institutions \_\_\_\_\_ 1,931

\$75/M

Expired Subscribers  
(1-3 yrs.) \_\_\_\_\_ 12,980  
Additional Selections:  
State and SCF  
Minimum Order: 5,000  
Average Unit of Sale: \$44  
Source: Direct Mail,  
Space Advertising

### ABOUT OUR READERS

#### Readership:

Nationwide readership of 100,000 (44% have been avid readers for 10-20 years.)

#### Gender:

62% Female  
38% Male

#### Average Income:

\$30,000 - \$100,000  
(40% = \$50,000 to \$100,000)

#### Education:

80% of our readers are college graduates with varying degrees (More than 67% have a Master's, Doctorate or Professional Degree.)

# Celebration

A COMPREHENSIVE ECUMENICAL WORSHIP RESOURCE

*Celebration* has been a popular liturgical resource for over 35 years. It has been used by pastors, liturgists, musicians and others in Catholic parishes and many Protestant churches in the United States. These subscribers have decision-making power. Ideal for religious goods, publishers and fundraisers.

\$85/M

Active Subscribers \_\_\_\_\_ 4,800  
Selections: Laity \_\_\_\_\_ 1,482  
Clergy \_\_\_\_\_ 2,656  
Women Religious \_\_\_\_\_ 73  
Institutions \_\_\_\_\_ 810

\$65/M

Expired Subscribers \_\_\_\_\_ 3,351  
Additional Selections:  
State and SCF  
Minimum Order: 5,000  
Average Unit Of Sale: \$75  
Source:  
Direct Mail, Space Advertising

### CELEBRATION DEMOGRAPHICS

#### Role in current ministry setting:

51% Pastors  
5% Pastoral associate  
9% Permanent deacon  
2% Diocesan staff person  
8% Associate pastor  
2% Parish staff person  
8% Retired/Semi retired  
1% Music director  
7% Director of liturgy  
1% Liturgy committee  
6% Chaplain  
8% Other

#### Gender:

82% Male  
17% Female

## GENERAL INFORMATION

AVAILABLE FOR ONE-TIME USE ONLY. LISTS ARE SEEDED AND USE IS TRACKED.

- Usage available upon request
- All lists updated on a continuous basis
- Sample mail piece required
- Minimum order is \$275  
Some charges are in addition to list order minimum
- 20% commission to recognized brokers
- Reserve mail dates in advance (recommend 2-3 months ahead)
- Allow minimum of 3-5 working days for delivery of lists
- Pre-payment required on all political fundraising
- Orders cancelled after list has been processed will incur a \$50 cancellation charge plus running charges of \$8/M and shipping costs.
- Call for current counts

*The National Catholic Reporter Publishing Company reserves the right to refuse the rental of our mailing lists for any reason we deem appropriate.*

### ADDITIONAL CHARGES:

\$25/Flat Disk  
\$35/Flat E-mail  
\$10/M 4-up Avery Labels  
\$2/M Key Coding  
\$5/M Each Selection (including nth)  
\$8/M Merge/Purge  
\$5/M Zip + 4  
\$10/M Under 5,000 Minimum

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List Manager

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# LIST RENTAL

## Call toll-free for list usage 1-800-444-8910