

ChurchSource Buyers

MF055

Total list: 196,274

Base Price \$90/M

Buyers of books, bibles, gifts and curriculum for church, small groups and personal use. Written by today's popular authors including Andy Stanley, Rick Warren, Craig Groeschel, Max Lucado, John Ortberg, Billy Graham, Ann Graham Lotz, Timothy Keller, Bill Hybels, Randy Frazee, Lysa TerKeurst and many others. All have purchased from Zondervan, Thomas Nelson, ChurchSource or Biblica (formerly International Bible Society). All names are 100% Zip+4 certified and NCOA quarterly.

Minimum Order: 5,000

Profile:

Church/Organizations ----- 94,750
Consumers ----- 101,524

Phones: Script must be submitted for approval.

Church/Organizations ----- 92,239
Consumers ----- 94,342

Recency:

2016+ Recency ----- 35,373
2015 Recency ----- 9,852
2014 Recency ----- 31,532
2013 Recency ----- 30,972
2012 Recency ----- 20,778

Product Type:

Bibles ----- 90,637
Curriculum ----- 43,403
Ministry Resources ----- 26,308
Reference Materials ----- 16,266

Gender:

Male ----- 80,470
Female ----- 75,192

Selection Charges:

Contact Names -----N/C
Recency 2016+ ----- \$15/M
Recency 2015 ----- \$10/M
Product Type ----- \$20/M
State/Zip/SCF/County ----- \$5/M
Radius ----- \$25Ea

Phones ----- \$20/M

Gender ----- \$5/M

Output Charges:

Key Codes/Title Line ----- \$2/M
Email ----- \$25/F
2-Up PSL Zip Order (\$50 minimum) ----- \$15/M

Counts reflect multiple buyers at one address. Net counts of one per address can be requested.

Sample Mail Piece Required for Approval

Suggested Usages:

Subscriptions, Sermon Outlines & Illustrations,
Books, Curriculum, Videos/Films, Seminars,
Stewardship

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Tri-Media Marketing Services	
Neal Siegel, President	800-874-0338
Wayne Luttrell, VP List Manager	800-874-4062
Lori Guiang, List Broker	800-874-0338