

## Tri-Media Specialized Consumer Segments

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1,545,495	TF001	Christian Consumers
518,678	TF002	Families with Home Schooling Interest
585,502	TF002X	Former Home Schooling Families
1,022,940	TF005	Mature Christians
295,526	TF010	Pastoral/Lay Leader Product Buyers
953,060	TF018	Christian Women
459,678	TF019	Christian Men
576,220	TF021	Wealthy Christians - \$75,000+ Income
613,537	TF022	Christian Parents with Teenagers
114,865	TF023	Christian Parents with Pre-Schoolers
15,000+	TF036	Email address for Home-Schooling Families
55,069	TF039	Christian Growth Resource Buyers
36,839	TF040	Christian Business Owners
760,790	TF042	Christian Consumers by Education Level
284,312	MF036	Logos Bible Study Software Buyers
139,553	MF046	Inspiration Cruises & Tours
181,306	MF055	ChurchSource Buyers