

BIBLICAL ARCHAEOLOGY REVIEW

PROFILE: A UNIQUE PUBLICATION THAT PRESENTS FASCINATING ARTICLES ON ARCHAEOLOGY FOR BOTH THE PROFESSIONAL AND LAY PERSON, IT IS NOT A RELIGIOUS MAGAZINE, IT IS ABOUT ARCHAEOLOGY. LOOK AT THESE DEMOGRAPHICS.....

69% MARRIED
MEDIAN AGE 48
62% COLLEGE GRADUATES
35% POST GRADUATE DEGREES
60% NO DEPENDENT CHILDREN
75% HAVE BANK CREDIT CARDS
69% OWN VIDEO RECORDERS
41% OWN PERSONAL COMPUTERS
24% TRAVELED ABROAD LAST YEAR
50% PURCHASED 10+ BOOKS LAST YEAR
41% USE A BROKERAGE/INVESTMENT FIRM.
42% OPENED/ADDED TO MONEY MARKET ACCT. LAST YEAR.
37% SPENT \$1000 TO \$1500 ON CATALOG PURCHASES
40% SPENT \$500 TO \$1000 ON CATALOG PURCHASES
AVERAGE HOUSEHOLD INCOME \$40,000+

THIS LIST WORKS VERY WELL FOR BOOKS AND BOOK CLUBS, SUBSCRIPTIONS, TAPES, MEMBERSHIPS SOCIETIES, UPSCALE PRODUCTS, CLASSICAL MUSIC CLUBS, AND TRAVEL-RELATED PRODUCTS. BASED ON ITS DEMOGRAPHICS, IT SHOULD BE PROFITABLE FOR VIDEO AND COMPUTER OFFERS, INVESTMENTS, CREDIT CARDS, INSURANCE, AND COLLECTIBLES. SPECIFICALLY IDENTIFIABLE SEGMENTS BY RELIGION, BASED ON SOURCES FROM WHICH SUBSCRIBERS WERE DERIVED ARE: 29.1M PROTESTANT, 1M CATHOLIC, 3M JEWISH AND 100.3M UNIDENTIFIED.

SAMPLE MAILING PIECE REQUIRED

BAR

170,500 ACTIVE
24,700 HOTLINE
65,300 EXPIRES

\$90/M
\$95/M HOTLINE
\$80/M
\$175/F

5,000

89% DIRECT MAIL

MONTHLY

4-UP CHESHIRE N/C
4-UP PSL \$7.50/M
MAG TAPE \$25.00

SCF \$6.00/M
ZIP \$6.00/M
STATE \$6.00/M
KEYING \$5.00/M
RUN CHGS \$6.00/M
SOURCE \$5.00/M

DINY HURWITZ

Last Updated: September 2005



Milwaukee • Washington

Page 1 of 1

8050 N Port Washington Rd.
Milwaukee, WI 53217
Phone: 414-540-5000
Fax: 414-540-5050