

Market Update 2011

RELIGIOUS DONORS & CONSUMERS



The NonProfit Times reports that donors who give to religious groups are three times more likely to support non-religious non-profits. Overall, 90% of donors who give to a religious group also support at least one other favorite charity.

Christians constitute the largest audience of religious donors and their consumer buying power is just as impressive. Nationally, over 231 million Americans (77% percent) describe themselves as Christians, who as an affinity group spend over \$1.5 trillion annually. Experts in the religious marketing sector point out that Christian consumers enjoy the same popular culture experiences as everyone else like entertainment, fashion, education, travel, and technology.

The challenge is where to begin tapping into this massive market and ALC helps solve it with a core group of responsive Jewish and Christian donors and mail order buyers. The lists on our Religious Market Report include highly responsive religious donors, subscribers, and mail order buyers in many direct marketing categories.

Click the list names of the lists to view datacards. For more information, click the contact names to send email requests or call each contact at the direct dial telephone number. Visit www.alcdata.com to view all datacards.



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Religious Donors & Consumers

Primary Market Lists with Proven Continuation Usage

List	Count	Rate	Sample Continuations	Contact
Ideal Living Merchandise Buyers	146,000	\$90/M	Oblate Missions, Priests of the Sacred Heart, Salesian Missions	Susan Packard – 609-580-2785 susan.packard@alc.com
Long Island Jewish World	25,000	\$70/M	Dorot, Museum of Jewish History	Susan Packard – 609-580-2785 susan.packard@alc.com
The Saturday Evening Post	298,000	\$105/M	The Christian Science Monitor, Custom Missions, Guideposts	Susan Packard – 609-580-2785 susan.packard@alc.com

Enhanced Files

List	Count	Rate	Contact
Active Interest Media Enhanced Masterfile			Susan Packard – 609-580-2785 susan.packard@alc.com
• Catholic	155,000	\$105/M+\$16/M	
• Jewish	14,000	\$105/M+\$16/M	
• Protestant	420,000	\$105/M+\$16/M	
American Diabetes Ethnic/Religious			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Catholic	378,000	\$80/M+\$16/M	
• Jewish	49,000	\$80/M+\$16/M	
AMO Corporate Mega-Masterfile			Lori Sloves – 914-524-5253 lori.sloves@alc.com
• Bible/Devotional	161,000	\$105/M+\$16/M	
Artistic Direct Corporate Enhanced			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
• Catholic	785,000	\$95/M+\$16/M	
• Jewish	78,000	\$95/M+\$16/M	
• Protestant	2,001,000	\$95/M+\$16/M	
ASPCA Ethnic & Religious Masterfile			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Catholic	256,000	\$80/M+\$12/M	
• Jewish	39,000	\$80/M+\$12/M	
• Protestant	554,000	\$80/M+\$12/M	
Barneys New York Enhanced			Susan Packard – 609-580-2785 susan.packard@alc.com
• Catholic	22,000	\$120/M+\$16/M	
• Jewish	83,000	\$120/M+\$16/M	
• Protestant	861,000	\$120/M+\$16/M	
CDS Xpress Moves Magazine Affinity			Susan Packard – 609-580-2785 susan.packard@alc.com
• Religion	39,000	\$80/M+\$10/M	
Children's Cancer Research Fund Enhanced			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Catholic	80,000	\$80/M+\$16/M	
• Jewish	9,000	\$80/M+\$16/M	
• Protestant	120,000	\$80/M+\$16/M	
Direct Checks Enhanced Masterfile			Danielle LaSala – 914-524-5235 danielle.lasala@alc.com
• Bible/Devotional	1,270,000	\$90/M+\$16/M	
• Religious Check Styles	720,000	\$90/M+\$10/M	
• Religious Interest	1,560,000	\$90/M+\$16/M	
• Catholic	2,483,000	\$90/M+\$16/M	
• Jewish	209,000	\$90/M+\$16/M	
Disney Publishing Enhanced Masterfile			Susan Packard – 609-580-2785 susan.packard@alc.com
• Catholic	400,000	\$105/M+\$16/M	
• Jewish	31,000	\$105/M+\$16/M	
• Protestant	1,011,000	\$105/M+\$16/M	
Dow Jones Consumer Enhanced Masterfile			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Bible/Devotional	179,000	\$145/M+\$16/M	
• Religious Interest	165,000	\$145/M+\$16/M	
• Catholic	460,000	\$145/M+\$16/M	
• Jewish	92,000	\$145/M+\$16/M	

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Enhanced Files

List	Count	Rate	Contact
DRG Ethnic and Religious Masterfile			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Catholic	195,000	\$105/M+\$16/M	
• Jewish	16,000	\$105/M+\$16/M	
• Protestant	635,000	\$105/M+\$16/M	
The Economist Enhanced			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Bible Devotional	60,000	\$145/M+\$15/M	
• Religious Interest	66,000	\$145/M+\$15/M	
• Catholic	214,000	\$145/M+\$15/M	
• Jewish	38,000	\$145/M+\$15/M	
Entrepreneur Media Enhanced			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Catholic	145,000	\$120/M+\$12/M	
• Jewish	13,000	\$120/M+\$12/M	
• Protestant	392,000	\$120/M+\$12/M	
Forbes Enhanced Masterfile			Susan Packard – 609-580-2785 susan.packard@alc.com
• Catholic	189,000	\$140/M+\$16/M	
• Protestants	509,000	\$140/M+\$16/M	
Frontgate & grandinroad Enhanced Masterfile			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
• Catholic	678,000	\$120/M+\$15/M	
• Jewish	91,000	\$120/M+\$15/M	
• Protestant	1,505,000	\$120/M+\$15/M	
Golfsmith Corporate Enhanced Masterfile			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
• Catholic	102,000	\$105/M+\$17/M	
• Jewish	9,000	\$105/M+\$17/M	
• Protestant	199,000	\$105/M+\$17/M	
Habitat for Humanity Ethnic and Religious Masterfile			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Catholic	234,000	\$80/M+\$15/M	
• Jewish	31,000	\$80/M+\$15/M	
• Protestant	607,000	\$80/M+\$15/M	
Harry & David Mail Order Buyers Enhanced			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Catholic	820,000	\$100/M+\$15/M	
• Jewish	106,000	\$100/M+\$15/M	
• Protestant	1,857,000	\$100/M+\$15/M	
Hearst Masterfile Ethnic & Religious			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Catholic	2,925,000	\$110/M+\$15/M	
• Jewish	313,000	\$110/M+\$15/M	
• Protestant	7,588,000	\$110/M+\$15/M	
Kiplinger Consumer Enhanced Masterfile			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Catholic	247,000	\$140/M+\$16/M	
• Jewish	35,000	\$140/M+\$16/M	
• Protestant	654,000	\$140/M+\$16/M	
Nederlander Organization Enhanced Database			Susan Packard – 609-580-2785 susan.packard@alc.com
• Bible/Devotional/Religious	23,000	\$95/M+\$10/M	
• Catholic	150,000	\$95/M+\$10/M	
• Jewish	29,000	\$95/M+\$10/M	
North Shore Animal League America Enhanced			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Catholic	304,000	\$90/M+\$16/M	
• Jewish	27,000	\$90/M+\$16/M	
• Protestant	896,000	\$90/M+\$16/M	
Northern Tool & Equipment Consumer Buyers Enhanced			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
• Catholic	162,000	\$110/M+\$17/M	
• Jewish	19,000	\$110/M+\$17/M	
• Protestant	454,000	\$110/M+\$17/M	

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List	Count	Rate	Contact
Reader's Digest Enhanced Megafile			Susan Packard – 609-580-2785 susan.packard@alc.com
• Catholic	1,000,000	\$100/M+\$12/M	
• Jewish	93,000	\$100/M+\$12/M	
• Protestant	2,900,000	\$100/M+\$12/M	
Sempris Proven Programs Enhanced Masterfile			Susan Packard – 609-580-2785 susan.packard@alc.com
• Catholic	583,000	\$100/M+\$10/M	
• Jewish	27,000	\$100/M+\$10/M	
• Protestant	1,564,000	\$100/M+\$10/M	
Special Olympics Christian Donors			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Catholic	236,000	\$80/M+\$16/M	
• Protestant	587,000	\$80/M+\$16/M	
Special Olympics Jewish Donors			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Jewish Donors	39,000	\$80/M+\$16/M	
Sportsman's Guide Enhanced			Bruce Kimmel – 914-524-5249 bruce.kimmel@alc.com
• Catholic	412,000	\$100/M+\$15/M	
• Jewish	32,000	\$100/M+\$15/M	
• Protestant	1,339,000	\$100/M+\$15/M	
Wealth Window Wealthy Catholic Consumers	1,864,000	\$115/M+\$16/M	Emily Briody – 609-580-2971 emily.briody@alc.com
Weight Watchers Magazine Ethnic/Religious Masterfile			Michael Auriemma – 914-524-5238 michael.auriemma@alc.com
• Catholic	195,000	\$105/M+\$15/M	
• Jewish	17,000	\$105/M+\$15/M	
• Protestant	509,000	\$105/M+\$15/M	
Yankee Publishing Enhanced Masterfile			Lisa Donzella – 914-524-5263 lisa.donzella@alc.com
• Catholic	143,000	\$100/M+\$17/M	
• Jewish	8,000	\$100/M+\$17/M	
• Protestant	253,000	\$100/M+\$17/M	

Let us provide your next Religious mailers
with these proven lists.



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