

FIRST THINGS List Rental Information

<u>Quantity Available for Rental</u>		<u>Rate</u>	
Active Subscribers	20,000	Active Subscribers	\$120/M
Expires (3 years)	15,000	Expires	\$70/M
<u>Minimum Order</u>	5,000	<u>Rush Fee (1-3 Days)</u>	\$100.00
<u>Sex</u>	86% Male	<u>List Reuse*</u>	\$105/M Active \$60/M Expire
<u>Media Source</u>	29% Direct Mail 97% Direct to Publisher	<u>Selections Available*</u>	
<u>Unit of Sale</u>	\$39 for 10 Issues	ZIP Code, State, SCF	\$6/M
<u>Maintenance</u>	Updated Monthly (Within the first 7-8 days)	*Cannot Select Clergy	
<u>Keying Records</u>	\$5/M	<u>Formats Available</u>	
<u>Run Charge</u>	\$6/M	4-up Cheshire Labels	\$7/M
		Pressure Sensitive Labels	\$7/M
		Magnetic Tape (9 Track 1600 BPI)	\$25 per tape
		Diskette	\$25 per disk
		Shipping/Handling (Physical Media)	\$25 flat
		E-mail	\$45 per e-mail

Terms

Payment within 30 days of mail date. Advance payment required on first-time orders.

Restrictions

Sample mail piece required for approval. Rentals are for one-time use only. Allow one week for delivery. Cancellations are subject to cancellation fees. Cancellations after the mail date are subject to full rental costs.

For reservations or more information, contact:

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FIRST THINGS Continuation Usage

America Press
Archdiocese for Military Services
Ave Maria School of Law
Catholic Answers
Catholic Bishops of Northern Alaska
Catholic Medical Mission Board
Catholic Relief Services
Catholic World Report
Center for the Study of Popular Culture
Commentary
Dominican Sisters of Mary
Doubleday Entertainment
The Economist
Folio Society
FSL/Daily Devotional Guide
Ignatius Press

Image
Intercollegiate Studies Institute
International Bulletin of Missionary Research
InterVarsity Press
Latin Mass
Monastery at Clear Creek
Musical Heritage Society
National Association of Scholars
National Review
Prison Fellowship Ministries
Science & Theology News
Theology Today
Thomas Aquinas College
Touchstone
Weekly Standard
World Magazine

FIRST THINGS is a leading journal of ideas founded by the late theologian and author, Richard John Neuhaus. Its broad coverage of religious and cultural issues encompasses politics, economics, ethics, education, science, and literature and the arts.

FIRST THINGS readers are well educated, well off, and religiously engaged. All share a singular interest in the fascinating issues at the crossroads of religion and public life.

Reader Profile:

Well educated

- * 98% have attended college
- * 68% have completed post-graduate studies
- * 32% have Ph.D.s

Well off

- * 69% have average income of \$50,000 or more
- * 48% have average income of \$75,000 or more

Religiously engaged

- * 56% have leadership roles in their churches
- * 44% made speeches or addressed public forums
- * 65% do charity or volunteer work