

# FIRST THINGS

## List Rental Information

### Quantity Available for Rental

Active Subscribers 16,000  
Expires (2 years) 10,500

### Rate

Active Subscribers \$135/M  
Expires \$75/M

Minimum Order 5,000

Run Charge \$6/M

Sex 86% Male

Rush Fee (1-3 Days) \$100.00

Media Source 29% Direct Mail  
97% Direct to Publisher

List Reuse\* \$110/M Active  
\*C.V. of actual no. mailed required. \$65/M Expire

Unit of Sale \$60 for 10 Issues

Selections Available\*  
ZIP Code, State, SCF \$6/M

Maintenance Updated daily in real-time

\*Cannot Select Clergy

Keying Records \$5/M

Email charge \$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

<i>40 Days for Life</i>	<i>Intervarsity Press</i>
<i>Aid to the Church in Need</i>	<i>Lumen Christi Institute</i>
<i>America</i>	<i>Modern Age</i>
<i>Americans United for Life</i>	<i>National Association of Scholars</i>
<i>And Then There Were None</i>	<i>National Catholic Register</i>
<i>Asian Relief, Inc.</i>	<i>National Review</i>
<i>Catholic League</i>	<i>New Oxford Review</i>
<i>Catholic Near East Welfare Association</i>	<i>Newsmax</i>
<i>Catholic University of America</i>	<i>Our Sunday Visitor</i>
<i>Center for Catholic and Evangelical Theology</i>	<i>Plough Quarterly</i>
<i>Christendom College</i>	<i>Pontifical U of the Holy Cross Foundation</i>
<i>Claremont Review of Books</i>	<i>Priestly Fraternity of St. Peter</i>
<i>Dominican Foundation</i>	<i>Salvo</i>
<i>Dominican Sisters of Mary</i>	<i>The American Conservative</i>
<i>Eighth Day Books</i>	<i>The Coming Home Network</i>
<i>Heartbeat International</i>	<i>The New Criterion</i>
<i>Hedgehog Review</i>	<i>Thomas More Society</i>
<i>Human Life Foundation</i>	<i>Touchstone</i>
<i>Ignatius Press</i>	<i>Washington Examiner</i>
<i>Inside the Vatican</i>	<i>Young America's Foundation</i>

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