

FIRST THINGS

List Rental Information

Quantity Available for Rental

Active Subscribers 17,500
Expires (3 years) 15,000

Rate

Active Subscribers \$125/M
Expires \$75/M

Minimum Order 5,000**Run Charge** \$6/M

Sex 77% Male
23% Female

Rush Fee (1-3 Days) \$100.00

Media Source 29% Direct Mail
97% Direct to Publisher

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

Unit of Sale \$39 for 10 Issues

Selections Available*
ZIP Code, State, SCF \$6/M
*Cannot Select Clergy

Maintenance Updated Monthly
(Within the first 7-8 days)

Email charge \$45 per e-mail

Keying Records \$5/M

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:

Publishing Management Associates, Inc.
129 Phelps Avenue, Suite 312
Rockford, IL 61108
Phone: 815-398-8569
Fax: 815-398-8579
E-mail: listservices@pma-inc.net
Website: www.firstthings.com

FIRST THINGS Continuation Usage

<i>Aid to the Church in Need</i>	<i>Food for the Poor</i>
<i>America Press</i>	<i>Fordham University</i>
<i>Archdiocese for Military Services</i>	<i>Good Counsel</i>
<i>Ave Maria School of Law</i>	<i>Hillsdale College</i>
<i>Belmont Abbey College</i>	<i>Ignatius Press</i>
<i>Benedictine Mission House</i>	<i>Image Journal</i>
<i>Benedictines of Mary, Queen of Apostles</i>	<i>Institute for the Psychological Sciences</i>
<i>Catholic Answers</i>	<i>Intercollegiate Studies Institute</i>
<i>Catholic Bishop of North Alaska</i>	<i>InterVarsity Press</i>
<i>Catholic Medical Mission Board</i>	<i>KNOM Radio</i>
<i>Catholic Relief Services</i>	<i>Logos Bible Software</i>
<i>Center for Bioethics and Human Dignity</i>	<i>National Catholic Bioethics Center</i>
<i>Christendom College</i>	<i>National Catholic Register</i>
<i>Christian Century</i>	<i>National Association of Scholars</i>
<i>Chronicles</i>	<i>National Review</i>
<i>Clear Creek Monastery</i>	<i>New Oxford Review</i>
<i>Commentary</i>	<i>Our Sunday Visitor</i>
<i>Daily Devotional Guide (Fellowship of Saint James)</i>	<i>Pontifical North American College</i>
<i>Dominican Friars Guilds</i>	<i>Prison Fellowship Ministries</i>
<i>Dominican Sisters of Hope</i>	<i>Road to Emmaus</i>
<i>Dominican Sisters of Mary</i>	<i>Sisters of Saint Joseph</i>
<i>Dominican Sisters of Saint Cecilia</i>	<i>Spiritual Life Magazine</i>
<i>The Economist</i>	<i>Tan Books</i>
<i>Fellowship for the Performing Arts</i>	<i>Touchstone (Fellowship of Saint James)</i>
<i>Fidelis</i>	<i>Weekly Standard</i>
<i>Folio Society</i>	<i>Wilson Quarterly</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