

# FIRST THINGS

## List Rental Information

<u>Quantity Available for Rental</u>		<u>Rate</u>	
Active Subscribers	17,500	Active Subscribers	\$125/M
Expires (2 years)	11,000	Expires	\$75/M
<u>Minimum Order</u>	5,000	<u>Run Charge</u>	\$6/M
<u>Sex</u>	86% Male	<u>Rush Fee (1-3 Days)</u>	\$100.00
<u>Media Source</u>	29% Direct Mail 97% Direct to Publisher	<u>List Reuse*</u>	\$110/M Active \$65/M Expire
		*C.V. of actual no. mailed required.	
<u>Unit of Sale</u>	\$45 for 10 Issues	<u>Selections Available*</u>	
		ZIP Code, State, SCF	\$6/M
<u>Maintenance</u>	Updated daily in real-time	*Cannot Select Clergy	
<u>Keying Records</u>	\$5/M	<u>Email charge</u>	\$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 America</i>	<i>Lumen Christi Institute</i>
<i>Americans United for Life</i>	<i>Modern Age</i>
<i>And Then There Were None</i>	<i>National Association of Scholars</i>
<i>Asian Relief, Inc.</i>	<i>National Catholic Register</i>
<i>Catholic League</i>	<i>National Review</i>
<i>Catholic Near East Welfare Association</i>	<i>New Oxford Review</i>
<i>Catholic University of America</i>	<i>Newsmax</i>
<i>Center for Catholic and Evangelical Theology</i>	<i>Our Sunday Visitor</i>
<i>Christendom College</i>	<i>Plough Quarterly</i>
<i>Claremont Review of Books</i>	<i>Pontifical U of the Holy Cross Foundation</i>
<i>Dominican Foundation</i>	<i>Priestly Fraternity of St. Peter</i>
<i>Dominican Sisters of Mary</i>	<i>Salvo</i>
<i>Eighth Day Books</i>	<i>The American Conservative</i>
<i>Heartbeat International</i>	<i>The Coming Home Network</i>
<i>Hedgehog Review</i>	<i>The New Criterion</i>
<i>Human Life Foundation</i>	<i>Thomas More Society</i>
<i>Ignatius Press</i>	<i>Touchstone</i>
<i>Inside the Vatican</i>	<i>Washington Examiner</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