

FIRST THINGS

List Rental Information

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|--------------------------------------|--|--------------------------------------|---------------------------------|
| <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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Continuation Usage

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|---|---|
| <i>40 Days For Life</i> | <i>Holy Land Review</i> |
| <i>Advanced Studies in Culture Foundation</i> | <i>Ignatius Press</i> |
| <i>Aid to the Church in Need America</i> | <i>International Fellowship of Christians & Jews</i> |
| <i>Americans United for Life</i> | <i>InterVarsity Press</i> |
| <i>Catholic Answers</i> | <i>Lapham's Quarterly</i> |
| <i>Catholic League</i> | <i>Logo's: A Journal of Catholic Thought and Culture</i> |
| <i>Catholic Medical Mission Board</i> | <i>National Association of Scholars</i> |
| <i>Catholic Relief Services</i> | <i>National Review</i> |
| <i>Center for Bioethics and Human Dignity</i> | <i>New Oxford Review</i> |
| <i>Center for Catholic and Evangelical Theology</i> | <i>Oblate Sisters of St. Francis de Sales</i> |
| <i>Christian Book Distributors</i> | <i>Pekoe Group</i> |
| <i>Chronicles</i> | <i>Pioneer Institute</i> |
| <i>Claremont Review of Books</i> | <i>Plough Quarterly</i> |
| <i>Commentary</i> | <i>Pontifical University of the Holy Cross Foundation</i> |
| <i>Dominican Foundation</i> | <i>Priests for Life</i> |
| <i>Dominican Friars Guild Foundation</i> | <i>St Anthony Shrine</i> |
| <i>Dominican Sisters of Mary</i> | <i>St. Paul Center for Biblical Theology</i> |
| <i>Dominican Sisters of St. Cecilia</i> | <i>Students for Life of America</i> |
| <i>Edmundite Missions</i> | <i>Tan Books</i> |
| <i>Eighth Day Institute</i> | <i>The Christophers</i> |
| <i>EWTN</i> | <i>The Economist</i> |
| <i>Fordham University</i> | <i>The Institute on Religion and Democracy</i> |
| <i>Give Us This Day</i> | <i>The Intercollegiate Studies Institute</i> |
| <i>Hedgehog Review</i> | <i>Thomas Aquinas College</i> |
| | <i>Thomas More Society</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