

## NOW YOU KNOW MEDIA

|        |                                |                |
|--------|--------------------------------|----------------|
| 39,636 | Total Universe / Universe Rate | <b>\$95/M</b>  |
| 10,294 | 12 Mos. Buyers                 | <b>\$110/M</b> |
| 14,389 | 18 Mos. Buyers                 | <b>\$105/M</b> |
| 17,667 | 24 Mos. Buyers                 | <b>\$100/M</b> |
| 2,978  | Active Catholic Clergy Buyers  | <b>\$350/F</b> |

Reach well-educated and well-read Catholics (63% have read over 10 books in the last year), from Now You Know Media, the leading producer of Catholic audio and video courses.

These mail-order buyers have purchased Now You Know Media Catholic DVD and CD courses designed for bible study, Catholic retreats, spiritual direction, and to help Catholics grow in their understanding of worship, Catholic teaching, the sacraments, theology and Christian history. These Catholic buyers also make frequent charitable giving a priority and respond to direct mail donor appeals.

- 58% made a charitable donation in the last year in response to a direct mail piece**
- 75% made 5+ charitable donations in the past 12 months**
- 54% have made 10+ chartable donations in the past year**
- 91% gave to religious organizations in the last 12 months**
- 51% donated to non-religious causes in the past year**

**Continuation Usage:**

- |                           |                                    |
|---------------------------|------------------------------------|
| America Magazine          | Ignatius Press                     |
| Paulist Press             | American Catholic Press            |
| Holy Land Review          | Conception Abbey & Seminary        |
| Salesian Missions         | Oblate Missions                    |
| Christian Brands          | St. Anthony Messenger              |
| Dominican Sisters of Hope | Priestly Fraternity of Saint Peter |

**Selections:**

Key Coding: \$5/M  
GEO: \$8/M

**Media:**

CD, Diskette \$50/FF  
Email, FTP \$55/FF

**Sample:**

1 is REQUIRED

**Minimum Order**

5,000

