

National Catholic Reporter

THE INDEPENDENT CATHOLIC NEWSPAPER

Best Selling List

Celebration

A COMPREHENSIVE ECUMENICAL WORSHIP RESOURCE

NCR's mission is: **Seeking to inform and inspire a just and peaceful world, serving as a platform for discussions of church, society and global community.** NCR subscribers are well-educated professionals who are highly responsive to direct mail offers. They are interested in peace and justice, health and wellness, spirituality and environmental issues. Ideal for fundraisers, publishers and religious goods.

\$95/M

Active Subscribers _____ 35,213

Selections:

Laity _____ 24,081
Clergy _____ 4,048
Women Religious _____ 4,392
Institutions _____ 2,692

\$75/M

Expired Subscribers

(1-3 yrs.) _____ 13,269

Additional Selections:

State and SCF

Minimum Order: 5,000

Average Unit of Sale: \$44

Source: Direct Mail,

Space Advertising

ABOUT OUR READERS

Readership:

Nationwide readership of 120,000 (44% have been avid readers for 10-20 years.)

Gender:

62% Female
38% Male

Average Income:

\$30,000 - \$100,000
(40% = \$50,000 to \$100,000)

Education:

80% of our readers are college graduates with varying degrees (More than 67% have a Master's, Doctorate or Professional Degree.)

Celebration has been a popular liturgical resource for over 35 years. It has been used by pastors, liturgists, musicians and others in Catholic parishes and many Protestant churches in the United States. These subscribers have decision-making power. Ideal for religious goods, publishers and fundraisers.

\$85/M

Active Subscribers _____ 5,288

Selections: Laity _____ 1,342

Clergy _____ 2,969

Women Religious _____ 122

Institutions _____ 855

\$65/M

Expired Subscribers _____ 2,597

Additional Selections:

State and SCF

Minimum Order: 5,000

Average Unit Of Sale: \$75

Source:

Direct Mail, Space Advertising

CELEBRATION DEMOGRAPHICS

Role in current ministry setting:

51% Pastors
5% Pastoral associate
9% Permanent deacon
2% Diocesan staff person
8% Associate pastor
2% Parish staff person
8% Retired/Semi retired
1% Music director
7% Director of liturgy
1% Liturgy committee
6% Chaplain
8% Other

Gender:

82% Male
17% Female

U. S. Parish List

A list of all Roman Catholic parishes in the United States.

\$45/M

Quantity _____ 16,920

Available Selections:

State, diocese, SCF

GENERAL INFORMATION

AVAILABLE FOR ONE-TIME USE ONLY.
LISTS ARE SEEDED AND USE IS TRACKED.

- Usage available upon request
- All lists updated on a continuous basis
- Sample mail piece required
- Minimum order is \$275
Some charges are in addition to list order minimum
- 20% commission to recognized brokers
- Reserve mail dates in advance (recommend 2-3 months ahead)
- Allow minimum of 3-5 working days for delivery of lists
- Pre-payment required on all political fundraising
- Orders cancelled after list has been processed will incur a \$50 cancellation charge plus running charges of \$8/M and shipping costs.
- Call for current counts

The National Catholic Reporter Publishing Company reserves the right to refuse the rental of our mailing lists for any reason we deem appropriate.

ADDITIONAL CHARGES:

\$25/Flat Disk
\$35/Flat E-mail
\$10/M 4-up Avery Labels
\$2/M Key Coding
\$5/M Each Selection
\$8/M Merge/Purge
\$5/M Zip + 4
\$10/M Under 5,000 Minimum

Joyce Ford
List Manager

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