



NOW YOU KNOW MEDIA

17,815	Total Universe / Universe Rate	\$110/M
11,900	24 Mos. Buyers	+\$5/M
9,994	18 Mos. Buyers	+\$10/M

Now for the first time available you can reach these well-educated and well-read Catholics from Now You Know Media, the leading producer of Catholic audio and video courses. These mail-order buyers have purchased Now You Know Media courses, which are taught by leading professors and authors. These devoted Catholics wish to grow in their understanding of the bible, spiritual traditions, worship and sacraments, theology and Christian history. They have a thirst for knowledge, as demonstrated by the high percentage of multibuyers on the Now You Know Media file. These active buyers are donors and avid readers – both book buyers and subscribers.

Now You Know Media buyers have a high level of interest in a variety of subjects, especially religious topics and Catholicism. With an average unit of sale of \$70.00, these well-educated individuals will respond well to offers of books, subscriptions, audio/video products as well as fundraising.

This file is regularly updated, de-duped, and cleaned.

Selections: State/SCF/Hotline

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

