



New Counts!

Baby Boomer Donors

730,401 \$65/M

- A huge, reliable resource of generous direct-mail donors
- Enhanced, Updated
- All direct-mail donors
- Accurate, deliverable
- Select:
 - Telephones
 - Age, Gender
 - High income
 - Ethnicity:
 - Hispanic
 - Irish
 - Italian
 - Appeal:
 - Foreign Missions
 - American Missions
 - Charity Appeals
 - Devotional Appeals
- Responsive to traditional appeals, veterans' and humanitarian causes, and subscription offers
- An ideal audience for health, travel, insurance, catalog offers and more
- Try this constantly-changing list of donors who have contributed millions

Younger than the average donor, these are donors between 35 and 54 years old who have responded to direct-mail appeals. The Catholic Donor Name Bank has been enhanced with age data to identify this segment.

Clean and current, these donors have responded well to financial offers, humanitarian causes, subscription offers as well as Catholic organizations.

Selections & Prices

Geographic: zip, SCF, state, zip tape	\$5/M	Telephones	\$30/M
Appeal, Gender	\$5/M	E-Mail, Magnetic tape, tape cartridge	\$25 Flat
Ethnicity, Income	\$10/M		

Minimum order: 5,000 / Sample required
20% Commission to brokers

State Counts

AK	507
AL	1,906
AR	1,391
AZ	7,509
CA	58,282
CO	5,521
CT	18,360
DC	575
DE	2,921
FL	26,478
GA	4,466
HI	1,288
IA	4,497
ID	830
IL	42,676
IN	10,012
KS	4,972
KY	4,885
LA	15,515
MA	36,202
MD	14,538
ME	3,320
MI	20,496
MN	11,075
MO	16,472
MS	1,431
MT	1,408
NC	4,303
ND	1,609
NE	4,461
NH	4,262
NJ	79,409
NM	4,448
NV	2,554
NY	132,148
OH	24,419
OK	1,558
OR	2,342
PA	85,176
PR	4
RI	6,319
SC	1,971
SD	1,616
TN	2,766
TX	23,846
UT	728
VA	7,853
VT	1,556
WA	4,526
WI	12,954
WV	1,324
WY	706

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