



New Counts!

55+ Mature Donors

2,685,336 \$65/M

Age 55+ contributors to Catholic organizations who have responded to direct-mail appeals from Catholic organizations. These generous Catholics have been identified by enhancing the Catholic Donor Name Bank with age data.

Clean and current, this segment has worked well for non-sectarian charities, health, credit card, financial and subscription offers, as well as Catholic organizations.

- 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

Selections & Prices

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

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

State Counts

AK	1,392
AL	7,120
AR	6,072
AZ	30,837
CA	190,484
CO	24,230
CT	74,167
DC	3,874
DE	9,267
FL	150,691
GA	12,039
HI	4,526
IA	23,882
ID	3,558
IL	172,574
IN	39,177
KS	19,816
KY	20,553
LA	61,664
MA	145,162
MD	55,782
ME	14,940
MI	89,949
MN	45,957
MO	60,693
MS	6,719
MT	5,834
NC	15,107
ND	6,073
NE	15,628
NH	16,539
NJ	223,729
NM	15,263
NV	10,166
NY	438,710
OH	113,059
OK	6,554
OR	10,582
PA	269,801
PR	4,244
RI	25,012
SC	8,227
SD	5,632
TN	11,007
TX	80,977
UT	2,726
VA	23,925
VT	5,985
WA	19,405
WI	65,417
WV	7,031
WY	2,284