

**HEARTSONG BOOK CLUB MEMBERS**

63,535 BOOK CLUB MEMBERS \$90.00/M UNIT OF SALE:  
 177,906 FORMER MEMBERS \$80.00/M \$10.00 MONTHLY

THESE MARRIED, CHRISTIAN WOMEN READ AN AVERAGE OF FOUR INSPIRATIONAL NOVELS PER MONTH. THEY BELIEVE IN RAISING THEIR CHILDREN IN A CHRISTIAN HOME WITH STRONG MORALS, ETHICS AND FAMILY VALUES SUPPORTED BY THEIR CHRISTIAN FAITH.

GENDER: 75% FEMALE  
 CAN SELECT  
 ADDRESSING:  
 SEE SELECTIONS

DEVOTED TO PROVIDING THE BEST FOR THEIR FAMILIES, THESE WOMEN WITH AN AVERAGE AGE OF 47, ARE PILLARS OF THEIR COMMUNITIES INVOLVED IN FUND RAISING, CHURCH BAZAARS AND CHARITY FUNCTIONS. THEY TITHE REGULARLY AND DONATE TO CHILDRENS AND HEALTH CAUSES. THESE BOOK CLUB MEMBERS ARE DEDICATED READERS THAT STRESS THE IMPORTANCE OF EDUCATION THROUGH DAILY READING AT HOME.

KEYING: \$2.00/M  
 MINIMUM ORDER:  
 5,000  
 SAMPLE REQUIRED

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.  
 ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.  
 ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

THRU: AUGUST 2011  
 NEXT: MARCH 2012

SOURCE: 100% DIRECT MAIL

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
GENDER	\$6.00/M
AGE OR INCOME	\$15.00/M
CHILDRENS AGE	\$15.00/M
DONORS/CONTRIBUTORS	\$15.00/M
P/S LABELS	\$10.00/M
CD ROM	\$50.00/M
ZIP TAPE SET UP FEE	\$50.00
ELECTRONIC DELIVERY	\$50.00

\*\* USAGE \*\*

BOOKSPAN	FRANK CAWOOD & ASSOC.	PARTNERS INT'L
CHRISTIAN BOOK DISTRIB.	GUIDEPOSTS	PRISON FELLOWSHIP
CHRISTIANITY TODAY INT'L	INST. CHILD LIT.	STEEPLE HILL BOOKS
DISCOVERY HOUSE PUB'S	ORIENTAL TRADING	

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