

# TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

## Religious Devotees

2,362,066	Base	\$90/M
874,948	Religious Affiliation	+\$15/M
207,462	Donors to Religious Causes	+\$10/M
712,487	Interested in Leading a Christian Way of Life	+\$15/M
1,038,126	Interested in Reading Religious Materials	+\$15/M
35,027	Interested in Bible/Devotional Topics	+\$15/M
	Interested in Gospel/Christian Music	+\$15/M

### RELIGIOUS AFFILIATION

Buddhist = 23,103
Catholic = 677,465
Eastern Orthodox = 24,350
Greek Orthodox = 8,415
Hindu = 5,554
Islamic = 10,374
Jewish = 59,611
Lutheran = 1,889
Mormon = 7,580
Protestant = 1,530,540
Shinto = 12,377
Sikh = 808

These known donors have responded to a survey and self reported their devotion to religion and religious activities.

Charitable donors to the premium mail programs of Trilogy Target Solutions have been combined to create a masterfile which has been enhanced to provide additional selections. This data card summarizes the selections available related to religion, which include: religious affiliation, religious cause supporters, interest in bible/devotional topics, reading of religious materials and even buyers of religious books and music.

Individuals on this Enhanced Masterfile have contributed to at least one premium ask from Trilogy's portfolio of clients including veteran, children's, religious, animal welfare, third world and health appeals. The data has been enhanced with self reported survey information provided by a third party.

These contributors are responsive to religious appeals, catalogs and magazine offers.

Orders cancelled before the mail date will incur a \$50/F cancellation fee.

100% Direct Mail  
100% Consumer  
100% Domestic

LAST UPDATE:  
January 2012

NEXT UPDATE:  
July 2012

### ADDITIONAL CHARGES:

Last 6	\$10/M
Last 12	\$5/M
\$10+	\$10/M
\$5+	\$5/M
State, SCF, Zip	\$7/M
Gender, Marital Status	\$7/M
Age	\$7/M
Presence of Children	\$7/M
Household Income	\$7/M
Religion, Ethnicity, Language	\$15/M
Charitable Support	\$10/M
Political Affiliation, Veteran	\$15/M
Interests	\$15/M
Mail Order Buyers	\$15/M
Telephone Numbers	\$7/M
Non-Reciprocal	\$20/M
Delivery	\$50/F

MINIMUM ORDER  
5,000

SEND ORDERS, CLEARANCES  
& COUNT REQUESTS TO:  
[Orders@TrilogyTarget.com](mailto:Orders@TrilogyTarget.com)

FOR MORE INFORMATION  
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