Jesuit Publications

This list is made up of religiously, politically and socially aware individuals who choose to purchase and subscribe to books and journals via direct mail.

An active list made up of two distinct databases; subscribers to "Eureka Street" as well as subscribers to and book purchasers via "Madonna".

Eureka Street: A monthly magazine of public affairs, the arts and theology. Currently there are approximately 2,000 active subscribers. Market research indicates that 60% are professional men aged above 40, 33% earn in excess of $50,000 per annum and 95% are tertiary educated. They are frequent overseas travellers with 30% being in the high socio economic groups. This magazine boasts a renewal rate of 75-85%. Approximately 75% of the file is personalised.

Madonna: A monthly magazine with approximately 65% of the file being female and over 40 years of age. The readership and direct mail purchasers combined make up a total of approximately 7,000. Market research indicates that 15% are church professionals; 55-65% are parents and 40% of the total file reside in regional areas. This magazine also includes direct mail order of books, tapes and videos covering topics such as; meditation, sprituality, life, family and community issues.

LIST DETAILS	
Quantity	3,227
Selections	State Postcode Random Pulication
PRICING	
Minimum Order	-1
Deliverability	95%
Lead Time	5 days
Notes	Hirers are required to include record number identifier on the mailing piece as first line of address in reduce font. This will facilitate dead mail updating by the list owner.

Terms & Conditions	List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner. We require a signed copy of our list rental agreement and order form prior to any order being processed. Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.