

# TRILOGY PREMIUM DONOR ENHANCED MASTERFILE

## Religious Devotees

1,397,016  
1,309,345  
458,273  
379,861  
538,048  
117,204

Base  
Religious Affiliation  
Religious Cause Supporters  
Interested in Reading Religious Materials  
Interested in Bible/Devotional Topics  
Interested in Leading a Christian Way of Life

\$90/M  
+\$15/M  
+\$10/M  
+\$15/M  
+\$15/M  
+\$15/M

### RELIGIOUS AFFILIATION

Buddhist = 13,475  
Catholic = 388,049  
Eastern Orthodox = 13,919  
Greek Orthodox = 4,727  
Hindu = 3,172  
Islamic = 5,611  
Jewish = 33,458  
Lutheran = 1,092  
Mormon = 4,011  
Protestant = 83,591  
Sikh = 361  
Shinto = 6,879

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:**  
September 2010

**NEXT UPDATE:**  
March 2010

### **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  
PLEASE CONTACT**  
Jenna Silverstein  
301-646-7157  
[JSilverstein@TrilogyTarget.com](mailto:JSilverstein@TrilogyTarget.com)



4915 St. Elmo Avenue ♦ Suite 400 ♦ Bethesda, MD 20814  
Phone: 301-656-7175 ♦ Fax: 301-576-7602 ♦ [www.TrilogyTarget.com](http://www.TrilogyTarget.com)