

# LDS FAMILIES

## Families, Religious

### FILE DESCRIPTION

These mail order buyers have been asked their religious affiliations at the point of purchase. These buyers have indicated that they are members of The Church of Jesus Christ of Latter-day Saints. These Christians are active in their communities and civic duties. Their lifestyles are heavily family-oriented.

The catalog consists of educational materials ranging in: geography, dance, art, phonics, math, science, home schooling, space, history and games. These buyers are responsive to all parenting, educational and Christian offers as well as home and family.

### FILE BREAKDOWN

|        |                |            |
|--------|----------------|------------|
| 17,634 | Last 24 Months | \$115.00/M |
| 10,478 | Last 12 Months | \$115.00/M |
| 5,737  | Last 6 Months  | \$+5.00/M  |

Minimum Order: Postal 5,000

### PRODUCTION / DELIVERY COSTS

|       |           |
|-------|-----------|
| Email | \$50.00/F |
| FTP   | \$50.00/F |

### SELECTIONS AVAILABLE

|                             |           |
|-----------------------------|-----------|
| Age                         | \$7.00/M  |
| Donors                      | \$7.00/M  |
| Ethnicity                   | \$7.00/M  |
| Gender                      | \$7.00/M  |
| Health & Wellness           | \$7.00/M  |
| Hobbies/Interests           | \$7.00/M  |
| Home/Mortgage               | \$7.00/M  |
| Household                   | \$7.00/M  |
| Income                      | \$10.00/M |
| Investment Type             | \$7.00/M  |
| KeyCode                     | \$2.00/M  |
| Language                    | \$10.00/M |
| Lifestyle/Life Change Event | \$7.00/M  |
| Marital Status              | \$10.00/M |
| Occupation                  | \$7.00/M  |
| Political Affiliation       | \$7.00/M  |
| Presence of Children        | \$7.00/M  |
| Religious Affiliation       | \$10.00/M |
| Run Charges                 | \$10.00/M |
| Zip/SCF/State               | \$7.00/M  |

## Postal

### PROFILE

GENDER:  
72% Female  
12% Male

### AVERAGE UNIT OF SALE:

\$ 149.00

### SOURCE

Direct Mail, Internet, Mail Order Buyers

### RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

### CONTACT

For more information, contact:

**Patricia Thompson**

Counts: counts@a-names.com

Orders: orders@a-names.com

Phone: (801) 235-8061 ext 120

# Updated January 2019

Updated: Quarterly

Names Thru: December 2018

Next Update: April 2019



4844 N 300 W, Suite 201 Provo, UT 84604  
Toll Free 1-800-434-1851

Email counts@a-names.com  
www.a-names.com