



Covenant House Enhanced

(Updated 9/2023)

The Covenant House donors give to every kind of cause including cultural, environmental, health, political, global, children's, humanitarian, religious, and social. Covenant House reached nearly 80,000 young people in the past year. They offer a variety of services such as healthcare, education, vocational preparation, recreation, mother/child programs, prevention, and transitional living programs.

Gender: 30% Male/70% Female	Source: 100% Direct Mail	Average Donation: \$54
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Counts and Rates:

340,875	Total Universe	\$90/M
26,109	3 Mo	+\$21/M
56,834	6 Mo	+\$16/M
149,566	12 Mo	+\$11/M
246,933	24 Mo	+\$6/M
	Non-Reciprocal Fee	+\$20/M

*Reciprocal pricing will apply

Selections:

\$10+	\$12/M
\$15+	\$15/M
\$20+	\$20/M
\$25+	\$25/M
12 Mo Hotline	\$11/M
3 Mo Hotline	\$21/M
6 Mo Hotline	\$16/M
Age	\$11/M
Ethnic/Religion	\$15/M
Lifestyle	\$15/M
Presence of children	\$15/M
State/Zip/SCF	\$8/M
Gender	\$9/M
Non-Reciprocal	\$20/M
Net Name (50M+)	@85/10

Addressing (flat fee):

FTP/Email	\$110
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Minimum Order: 7,500

Details:

20% Commission to Brokers. Pre-clearance required. Service bureau requires 3 working days to process all orders, otherwise \$85 Flat fee applies.

Contact:
Monique Adams, List Manager
E-mail: moadams@wearemoore.com

Linda Amaral, Sales
Phone: (410) 721-5700 Ext. 2330
E-mail: lamaral@wearemoore.com

Please send list clearances & orders to:
orders@wearemoore.com

All processed orders cancelled before mail date will incur a \$150 cancellation fee in addition to applicable running, selection, and shipping charges. Orders cancelled after the mail date incur full charges.

Age (\$11/M)

19-24	7,551
25-34	22,196
35-44	29,691
45-54	35,971
55-64	59,021
65-74	92,046
75	154,543

Ethnic/Religion (\$15/M)

Hispanic	25,953
African American	24,875
French	10,379
German	34,975
Irish	27,108
Italian	20,777
Polish	6,878
Scottish	16,294
Spanish speaking	17,480
Jewish	8,070
Protestant	171,968
Catholic	101,334

Income (\$11/M)

Under 15K	32,714
15-24K	36,257
25-34k	39,755
35-49k	58,255
50-74k	79,609
75-99k	67,472
100-124k	45,367
125-149k	31,966
150-174k	20,587
175-199k	15,491
200-249k	19,693
250k+	24,958

Lifestyle (\$15/M)

Bible Reading	71,803
Collectibles/Collector	92,230
Crafts	54,951
Cultural/Art Events	9,396
Diet/Weight Control	64,925
Donates to Charities	264,838
Donates to Health Charities	71,115
Gardening	188,246
Golf	54,307
Grandchildren	50,975
Investment Interest	46,761
Mail Order Buyers	238,466
Magazine Subscribers	218,729
Beauty/Fashion	95,403
Cooking	196,749
Gourmet	130,945
Health Ailments	19,440
Own a Cat	56,506
Own a Dog	72,361
Shop by Catalog	205,047
Shop by Internet	172,417
Sweeps	103,055
Travel USA	136,631
Wildlife	33,316
Veterans in Household	8,676

Presence of Children (\$11/M)

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