



## AMERICAN THEATRE MAGAZINE

Each monthly issue of American Theatre Magazine provides comprehensive coverage of the dynamic, vital world of theatre. Timely feature articles highlight important new developments in all aspects of theatre - acting, directing, design and playwriting - as well as developments in related art fields.

This file consists of subscribers collected through Direct Mail responses. These buyers spend an average of \$30.00 per transaction.

This file is NCOA'd semi-annually. Selections available are active and lapsed subscribers, state, SCF, zip code, gender and ethnicity.

This list is recommended for book/music/video clubs, magazine subscriptions, memberships, associations, fundraisers, upscale catalogs, general merchandise, educational materials, crafts, gardening, fine and performing arts, apparel, children's goods, and many other offers.

### COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$90.00/M
Minimum Order	5,000
Active Subs	13,218
Lapsed Subs	32,476

Counts and NCOA are updated semi-annually

### AVAILABLE SELECTIONS

State/SCF/Zip	\$5.00/M
Gender	\$5.00/M
Ethnicity	\$5.00/M
Keycoding	\$1.00/M

### ADDRESSING

Email	\$50 Flat
P/S Labels	\$6.00/M
Magnetic Tape	\$25 Flat
Cartridge	\$25 Flat
Cheshire Labels	No Charge

### GENERAL COMMENTS

- Net Name Arrangement: Not Available
- Allow 10 business days to process orders
- Cancellations: After mail date payment is required in full.
- Sample mail piece required with EVERY order.
- Commission: 20% on base rate to authorized brokers

CONTACT:

[listmanager@enertexmarketing.com](mailto:listmanager@enertexmarketing.com)

PH: 212-532-5653 FAX: 212-532-2048