



ENERTEX MARKETING

4/28/03

BROADWAY SHOW WINTER 03 DIRECT MAIL

#68051-70216

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LIST	KEY	# PCES MAILED	COST PER M	# OF RESP.	RESP. RATE	# OF SUBS	DOLLARS RECEIVED	AVERAGE ORDER	REV. PER M PCES	COST REVENUE	PROFIT /LOSS
INTO THE WOODS	036	2,259	285	18	.0080	48	3,120	173	1,381.14	.21	2,476
CHICAGO TEST	032	816	285	6	.0074	11	715	119	876.22	.33	482
A CLASS ACT	012	1,519	285	10	.0066	25	1,625	163	1,069.78	.27	1,192
METAMORPHOSES	010	2,874	285	17	.0059	38	2,470	145	859.42	.33	1,651
DIRTY BLONDE	046	1,587	285	8	.0050	18	1,170	146	737.24	.39	718
THE GOAT	056	2,789	285	14	.0050	30	1,950	139	699.17	.41	1,155
SWEET SMELL SUCCESS	024	4,754	285	23	.0048	54	3,510	153	738.32	.39	2,155
NINE	042	495	285	2	.0040	4	260	130	525.25	.54	119
MOVIN' OUT	072	2,376	285	9	.0038	21	1,365	152	574.49	.50	688
CHICAGO	030	4,108	285	15	.0037	34	2,210	147	537.97	.53	1,039
ROCKY HORROR SHOW	044	1,588	285	5	.0031	12	780	156	491.18	.58	327
THEATRE	060	635	285	2	.0031	4	260	130	409.44	.70	79
HOUSE FILE	001	28,359	285	84	.0030	226	14,690	175	518.00	.55	6,608
FULL MONTY	034	7,445	285	22	.0030	54	3,510	160	471.45	.60	1,388
RENT	074	1,457	285	4	.0027	10	650	163	446.12	.64	235
THOROUGH MOD MILLIE	070	15,841	285	41	.0026	101	6,565	160	414.43	.69	2,050
HAIRSPRAY	068	14,664	285	37	.0025	86	5,590	151	381.20	.75	1,411
CONTACT	020	15,531	285	37	.0024	83	5,395	146	347.36	.82	969
THOU SHALL NOT	026	3,799	285	9	.0024	34	2,210	246	581.73	.49	1,127
THE WILD PARTY	052	3,690	285	8	.0022	26	1,690	211	457.99	.62	638
CABARET	022	4,852	285	10	.0021	29	1,885	189	388.49	.73	502
MAMMA MIA	016	11,199	285	17	.0015	39	2,535	149	226.35	1.26	-657
FUNNY THING/FORUM	014	2,337	285	3	.0013	7	455	152	194.69	1.46	-211
PARADE	028	2,297	285	3	.0013	5	325	108	141.48	2.01	-330
KISS ME KATE	038	26,621	285	31	.0012	86	5,590	180	209.98	1.36	-1,997



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LA BOHEME	040	3,664	285	4	.0011	12	780	195	212.88	1.34	-264
THE PRODUCERS	018	49,734	285	49	.0010	118	7,670	157	154.22	1.85	-6,504
MARIE CHRISTINE	048	3,959	285	4	.0010	8	520	130	131.34	2.17	-608
NEXT WAVE	062	988	285	1	.0010	4	260	260	263.15	1.08	-22
THE DEAD	050	6,283	285	5	.0008	10	650	130	103.45	2.75	-1,140
TICK,TICK,BOOM	054	2,542	285	2	.0008	8	520	260	204.56	1.39	-204
THEATRE FAN LIST	066	15,634	285	11	.0007	26	1,690	154	108.09	2.64	-2,766
ENTER TO WIN	003	2,344	285		.0000						-668
THEATRE	058	1,189	285		.0000						-339
LIST TOTALS		250,229	285	511	.0020	1,271	82,615	161	330.15	.86	11,300
UNASSIGNED RESPONSES	MI			115		280	18,200	158			
FINAL TOTALS				626		1,551	100,815	161			29,500