



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
UNIQUE NAMES	1X	166,125	285	188	.0011	452	29,380	156	176.85	1.61	-17,966
2X MULTI NAMES	2X	48,035	285	149	.0031	375	24,375	164	507.44	.56	10,685
3X MULTI NAMES	3X	18,217	285	67	.0037	184	11,960	179	656.52	.43	6,768
4X MULTI NAMES	4X	8,364	285	43	.0051	106	6,890	160	823.76	.35	4,506
5X MULTI NAMES	5X	4,348	285	24	.0055	55	3,575	149	822.21	.35	2,336
6X MULTI NAMES	6X	2,232	285	7	.0031	17	1,105	158	495.07	.58	469
7X MULTI NAMES	7X	1,271	285	10	.0079	28	1,820	182	1,431.94	.20	1,458
8X MULTI NAMES	8X	703	285	5	.0071	16	1,040	208	1,479.37	.19	840
9X+ MULTI NAMES	9X	934	285	18	.0193	38	2,470	137	2,644.53	.11	2,204
LIST TOTALS		250,229		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
MULTIS OVERALL		84,104	285	323	.0038	819	53,235	165	632.96	.45	29,266