



NEW YORK PHILHARMONIC

Since its inception in 1842, the New York Philharmonic has been the nation's premier musical institution. Almost every great musician of the last two centuries has appeared with the Philharmonic, delighting a loyal and discriminating audience. In recent years, the Philharmonic has climbed to unprecedented heights of artistic achievement and performs regularly to sold-out houses at Lincoln Center.

This file consists of subscribers and single ticket buyers collected through Direct Mail and Telemarketing responses. The majority of these buyers live in the New York City metropolitan area. New York Philharmonic buyers spend an average of \$400.00 per transaction.

This file is NCOA'd semi-annually. Selections available are last 12-month buyers, state, SCF, zip code, gender and ethnicity.

This file is recommended for arts offers, book/music/video clubs, magazines, financial services, travel, fashion, and upscale gift and clothing catalogs.

COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$95.00/M
Minimum Order	5,000

Total File Buyers	207,361
Last 12-Month Buyers	26,364
Last 12-Month Subs	13,600
Last 12-Month STBs	12,764
Last 13-24 Months Subs	3,628

Counts and NCOA are updated semi-annually

AVAILABLE SELECTIONS

State/SCF/Zip	\$8.00/M
Gender	\$5.00/M
Ethnicity	\$8.00/M
Keycoding	\$1.00/M

ADDRESSING

Email	\$60 Flat
P/S Labels	\$11.00/M
Magnetic Tape	\$25 Flat
Cartridge	\$25 Flat
Cheshire Labels	No Charge

GENERAL COMMENTS

- Net Name Arrangement: 85% on orders over 50,000 PLUS \$7.50/M running charges
- 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

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