



BIG APPLE CIRCUS

The Big Apple Circus, founded in 1977, is a leading presenter of live family entertainment and a not-for-profit performing arts institution. Performing each year in the New York, D.C., Boston and Atlanta Metropolitan areas, the Big Apple Circus has become an annual tradition for many families and a well-known founder of numerous community programs. These culturally active, loyal family buyers typically have children between the ages of 3-13. Over 50% of the buyers are between 35-44 years old. These tech savvy buyers have higher than average household income and enjoy traveling and attending other cultural events.

The file consists of single ticket buyers collected through direct mail and website responses. Big Apple Circus buyers spend an average of \$155.00 per transaction.

This file is NCOA'd semi-annually. Selections available are last 12-month ticket buyers, total ticket buyers, state, SCF, zip code, gender and ethnicity. This file is recommended for family, charitable, magazine, financial services, credit card, business and travel offers.

COUNTS & UPDATE SCHEDULE

Exchange	
Rental	\$90.00/M
Minimum Order	5,000
Total File Subs & STBs	170,255
West Nyack Buyers	3,191
Long Island Buyers	7,489
Lincoln Center Buyers	46,427
Dulles Buyers	17,904
Charlestown Buyers	4,048
Boston Buyers	30,128
Atlanta Buyers	10,705

Counts and NCOA are updated semi-annually

AVAILABLE SELECTIONS

Series	\$8.00/M
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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