

HART & BENJAMIN
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Mailing List

HAB-2035
MIN #58228
SRDS #751580-000

THARPADIRECT FOUNDATION
Non-Profit Direct Mail Book
Distributor & Conference Provider

Masterfile Database of 82,491. 85% At Home Address. 63% Female.

TharpaDirect Foundation was founded to serve the growing need of individuals for authentic information on wisdom, life choices, and health handed down through the ages by the great religions, especially Eastern religions. Its non-profit revenues are used to sponsor the publication and distribution of materials for North Americans, and to help sponsor classes, conferences and retreats on these topics. Their unique two-step direct marketing program solicits qualified leads through free offers of informational and educational materials, which are followed up by catalogs and other offers. TharpaDirect Foundation maintains a constant and active relationship with its members and database. The list is continually cleaned and offers 100% deliverability.

Ideal List Selection Choice For:

Vitamin Supplements	Fundraising & Donations
Alternative Health & New Age	Meditation & Audio Tapes
Lifestyle	Memberships
Vacations & Resorts	Seminars & Conferences
Subscriptions	Financial & Insurance
Religion & Spirituality	Health & Wellness
Book Clubs	Women's Health

Select Description Total Count 82,491

1	BOOKS-SPIRITUALITY & BUDDHISM	27,789
2	BOOKS-SELF IMPROVEMENT	8,953
3	BOOKS-NATURAL HEALTH	10,790
4	CONFERENCES & RETREATS	4,807
5	MEMBERS & DONORS	9,485
6	HEALERS & HOLISTIC HEALTH PROFESSIONALS	4,017
7	THERAPISTS & COUNSELORS	4,027
8	AGING, DYING & HOSPICE	7,992
9	DEALING WITH GRIEF & LOSS	4,631

Terms & Conditions

Base Rental Rate is \$110/M. The following selects, where available, are \$5/M: Geo, Gender, SIC, Employee Size, Sales Volume, Title. 3-Month Recency is available at \$15/M; 6-Month Recency at \$10/M. Key coding is \$5/M. Media charge of \$50 flat includes one of the following: E-Mail, FTP, Disk, FedEx Shipping & Handling. Pressure-sensitive labels are \$15/M. Orders cancelled after shipping will be billed at \$50 flat plus \$15/M running charge. Minimum order is 5,000 addresses.

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