

**TAN BOOKS**

42,576 ACTIVE BUYERS \$120.00/M  
39,945 FORMER BUYERS \$100.00/M

TAN books is one of the oldest Catholic publishers in the USA. Founded over 40 years ago, TAN is known for its extensive catalog of over 500 books, including classic titles on theology, spirituality, liturgy, traditional devotions, and lives of the Saints. In 2008 TAN was acquired by Saint Benedict Press, and has experienced renewed and rapid growth under careful direction and management.

The customer base is typically a conservative, faithfully practicing Catholic demographic that supports Pope Benedict XVI and understands the importance and relevance of tradition.

The file will perform well for a range of offers directed to Catholics, including offers for books, religious gifts, homeschooling and educational materials, and pilgrimages. TAN buyers are generous and responsive to fundraising appeals, particularly for traditional conservative causes.

Minimum Order: 5,000

Source: Direct Mail

Sample Mailing Piece Required.

Updated: Quarterly  
Last: July 2015

**ADDRESSING:** Diskette: \$30.00  
E-Mail: \$55.00

**SELECTIONS:** Recency \$10.00/M  
State/Zip/SCF's \$8.00/M  
Gender/Sex \$8.00/M  
Cancellation Fee \$50.00/F  
Non-reciprocal fee \$20.00/M

**TERMS AND CONDITIONS**

1. We believe the information concerning this list to be accurate but we cannot guarantee its accuracy or the outcome of the mailing.
2. Stated prices are for the one-time use only. Multiple and unlimited use arrangements available on some lists.
3. Net name arrangements are available on large orders for many lists.
4. Commissions are paid to recognized brokers and advertising agencies at standard industry rates.
5. Catholic Church/School Market reserves the right to require prepayment on any order.
6. Payment in full is required within 30 days of our invoice date.
7. Cancellations must be in writing and accompanied by the returned names and are subject to cancellation and running charges. Orders cancelled after mail date on purchase order will be charged the full price.
8. We are not liable for any damages or loss sustained through use of this list, nor for any special or consequential damages, and in no event shall our liability exceed the price of the list.