

List Name	Gross%	Net%	Payup%	Profit/Loss per Subscriber			Net Mailed
				Year 1	Year 2	Year 3	
<b>Package Totals:</b>							
Package E, control outer/lift nt, w/Kersten inserts	4.90	1.96	40%	(\$3.48)	\$3.14	\$5.97	10,000
Pkg. E contrl outr/liftnt w/Kerstn insrts, \$.005 roylt	4.90	1.96	40%	(\$3.73)	\$2.96	\$5.82	10,000
Pkg. E, contrl outr/liftnt, w/Kerstn insrts, \$.01 roylt	4.90	1.96	40%	(\$3.99)	\$2.78	\$5.67	10,000
Package B, control outer, Kersten test inserts	4.31	1.84	43%	(\$4.33)	\$2.53	\$5.47	10,000
Pkg. B, contrl outr, Kersten test inserts, \$.005 roylt	4.31	1.84	43%	(\$4.60)	\$2.34	\$5.31	10,000
Pkg. B, contrl outr, Kersten test inserts, \$.01 roylty	4.31	1.84	43%	(\$4.88)	\$2.15	\$5.15	10,000
Package A, control, \$20.97 price	4.25	1.76	41%	(\$5.09)	\$2.00	\$5.03	10,000
Package D, control, \$21.97 price	4.10	1.65	40%	(\$5.63)	\$1.62	\$4.72	10,000
Package C, control outer w/Kersten inserts/no BRE	4.43	1.63	37%	(\$6.81)	\$0.78	\$4.02	10,000
Pkg. C contrl outr w/Kerstn insrts/no BRE, \$.005 r	4.43	1.63	37%	(\$7.12)	\$0.57	\$3.84	10,000
Pkg. C, contrl outr w/Kerstn insrts/no BRE, \$.01 ro	4.43	1.63	37%	(\$7.43)	\$0.35	\$3.67	10,000
<b>List Tests:</b>							
Nav Organizational donors, 12 month active	3.61	2.10	58%	\$4.81	\$8.98	\$10.82	15,789
Nav non-donors, entry 04/01/97+	5.45	2.09	38%	\$2.83	\$7.59	\$9.66	16,872
Multi-buyers, 6/98	5.86	2.69	46%	\$2.61	\$7.43	\$9.53	28,430
Nav Staff only, donors 11/01/96+	3.78	1.84	49%	\$2.34	\$7.24	\$9.37	7,007
TCW, active paid, omit gifts, direct-to-pub	4.96	2.26	46%	(\$0.31)	\$5.37	\$7.83	24,663
WORLD, actv paid	4.81	2.13	44%	(\$1.51)	\$4.53	\$7.12	21,615
Church Growth (VA), actives	4.10	1.92	47%	(\$2.44)	\$3.87	\$6.58	7,991
Children's Ministry, actv paid	3.79	1.82	48%	(\$2.68)	\$3.70	\$6.44	26,995
Doubldy/Crssings, \$30+	4.89	1.93	39%	(\$3.24)	\$3.30	\$6.11	166,421
BMG, contemporary buyers, \$30+	4.73	1.87	40%	(\$4.21)	\$2.62	\$5.54	30,263
Integrity Music 0-12 month buyers, \$15+ paid	4.41	1.74	39%	(\$6.23)	\$1.19	\$4.36	4,580
Discipleship Journal Multi-buyers 1/98	3.38	1.61	48%	(\$6.37)	\$1.09	\$4.28	31,180
New Man, 6 month hotlines, paid	3.61	1.69	47%	(\$6.47)	\$1.03	\$4.23	19,237
Moody Magazine, 12 month expires	2.92	1.59	54%	(\$7.37)	\$0.39	\$3.70	3,762
CBD, active tape/CD buyers	3.56	1.50	42%	(\$8.55)	(\$0.44)	\$3.01	29,893
Upper Room, book buyers, 12 month	3.12	1.44	46%	(\$8.82)	(\$0.63)	\$2.85	8,508
Kay Arthur, active buyers	14.66	2.30	16%	(\$9.35)	(\$1.01)	\$2.54	5,068
Gospel Light, 0-18 month Ctian Ed buyers	2.72	1.39	51%	(\$9.41)	(\$1.05)	\$2.51	5,072
Church Secretary's Communique, actives	3.29	1.32	40%	(\$10.50)	(\$1.82)	\$1.87	9,421
Best to You, active buyers, 0-12 month	2.70	1.32	49%	(\$11.00)	(\$2.17)	\$1.57	4,592
God's World Children's product buyer	3.99	1.39	35%	(\$11.50)	(\$2.53)	\$1.28	4,429
TCW, active paid	2.52	1.13	45%	(\$15.76)	(\$5.53)	(\$1.20)	5,037
Charisma, Direct to pub, paid	3.91	1.25	32%	(\$15.85)	(\$5.59)	(\$1.25)	4,855
Educational Ministries buyers/subs, 0-12 mont	2.40	1.10	46%	(\$16.28)	(\$5.89)	(\$1.51)	4,788
Checks That Bless, active buyers	2.83	1.09	39%	(\$17.89)	(\$7.03)	(\$2.45)	7,678
Gospel Light, 0-18 month Youth Min buyers	1.64	0.72	44%	(\$32.34)	(\$17.22)	(\$10.89)	6,491
New Man, 6 month hotlines, not paid	6.73	0.94	14%	(\$34.86)	(\$19.00)	(\$12.36)	7,617
<b>Campaign Totals:</b>							
Package A, control, \$20.97 price (rollout)	4.48	1.84	41%	(\$4.23)	\$2.60	\$5.53	508,254