

Packer List

MANAGED LISTS

METROPOLITAN OPERA OPERA NEWS MAGAZINE SUBSCRIBERS

OPERA NEWS – America’s foremost opera magazine. Subscribers are direct-to-publisher sold readers. *Opera News* is the magazine of the Metropolitan Opera. It is a beautiful, full-color magazine. A must-test for fundraisers, catalogs, arts and high-end products.

Quantity and Cost:

	UNIVERSE	COST
Total Universe	37,000	\$100/M
Nonprofit Rate		\$85/M
<i>Opera News</i> Magazine Subs (Current)	Inquire	\$100/M
<i>Opera News</i> Magazine Subs (Formers)	Inquire	\$80/M

Please inquire as counts update in “real time.”

Source: Direct Mail sold

List updated monthly. Data card updated July 2017.

Selection:

SCF	\$8/M
ZIP	\$12/M
Zip set-up fee:	\$50/F

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more information!***

Minimum Order: 5,000

- Sample mail piece required for clearance.
- Net name is allowed; minimum quantity: 50,000
- Exchange or reuse is not allowed.
- 10% commission to brokers.
- All mail dates must be honored.
- \$150 cancellation charge. Cancellations after mail date require payment in full.

Managed By

Packer List, Inc. • 612 E. Capitol Street, NE • Washington, DC 20003
202-546-1889 • 202-546-1897 FAX • www.packerlist.com
Contact Donna Packer at dpacker@packerlist.com for counts and clearances.