

ARCHAEOLOGY

Direct Mail Jan 26

Mail Date:

1/30/2026

Business through:

6/12/2026

Days since drop date:

133

Panel	Darwin Key	Select	Offer	Mail Qty	Gross	Gross %	Cash	Cash %	Credit	Credit %	Bill Me Paid	Bill Me Paid %	Paid Orders	Paid Orders %	Net Orders	Net Orders %	Paid Revenue	Total Promo Expense	Total Net Revenue	Promo P/L Per Sub
AH Voucher Pkg (House Main)																				
	26AAEA1A	Archaeology - Agent 0-4 Month	1yr/\$19.97	428	1	0.23%	0	0.00%	1	100.00%	0	0.00%	0	0.00%	0	0.00%	\$0	\$176	-\$176	\$0.00
	26AAEA2A	Archaeology - Agent 5-8 Month	1yr/\$19.97	607	3	0.49%	3	100.00%	0	0.00%	0	0.00%	3	100.00%	3	0.49%	\$60	\$250	-\$190	(\$63.24)
	26AAEA3A	Archaeology - Agent 9-12 Month	1yr/\$19.97	680	5	0.74%	3	60.00%	2	40.00%	0	0.00%	3	60.00%	3	0.44%	\$60	\$280	-\$220	(\$73.24)
	26AAED1A	Archaeology - Dtp 0-4 Month	1yr/\$19.97	3,870	211	5.45%	203	96.21%	8	3.79%	5	62.50%	208	98.58%	208	5.37%	\$4,192	\$1,592	\$2,600	\$12.50
	26AAED2A	Archaeology - Dtp 5-8 Month	1yr/\$19.97	6,488	344	5.30%	315	91.57%	29	8.43%	13	44.83%	328	95.35%	328	5.06%	\$6,578	\$2,668	\$3,910	\$11.92
	26AAED3A	Archaeology - Dtp 9-12 Month	1yr/\$19.97	6,511	184	2.83%	174	94.57%	10	5.43%	8	80.00%	182	98.91%	182	2.80%	\$3,662	\$2,678	\$985	\$5.41
	26AAED4A	Archaeology - Dtp 13-16 Month	1yr/\$19.97	8,414	160	1.90%	150	93.75%	10	6.25%	6	60.00%	156	97.50%	156	1.85%	\$3,135	\$3,460	-\$325	(\$2.08)
	26AAED5A	Archaeology - Dtp 17-20 Month	1yr/\$19.97	8,097	138	1.70%	134	97.10%	4	2.90%	2	50.00%	136	98.55%	136	1.68%	\$2,716	\$3,330	-\$614	(\$4.51)
	26AAED6A	Archaeology - Dtp 21-24 Month	1yr/\$19.97	7,255	129	1.78%	124	96.12%	5	3.88%	2	40.00%	126	97.67%	126	1.74%	\$2,515	\$2,984	-\$468	(\$3.72)
	26AAED7A	Archaeology - Dtp 25-28 Month	1yr/\$19.97	9,001	110	1.22%	104	94.55%	6	5.45%	4	66.67%	108	98.18%	108	1.20%	\$2,157	\$3,702	-\$1,545	(\$14.31)
	26AAED8A	Archaeology - Dtp 29-32 Month	1yr/\$19.97	2,798	28	1.00%	26	92.86%	2	7.14%	1	50.00%	27	96.43%	27	0.96%	\$539	\$1,151	-\$611	(\$22.65)
	26AAEW1A	Archaeology Wiland Expires - Segment 1	1yr/\$19.97	19,794	138	0.70%	122	88.41%	16	11.59%	5	31.25%	127	92.03%	127	0.64%	\$2,574	\$9,060	-\$6,486	(\$51.07)
Total AH Voucher Pkg (House Main)				73,943	1,451	1.96%	1,358	93.59%	93	6.41%	46	49.46%	1,404	96.76%	1,404	1.90%	\$28,189	\$31,330	-\$3,141	(\$2.24)
AO Voucher Pkg (Outside Main)																				
	26AAB1A	Abacus - Synergy Model Segment 1	1yr/\$19.97	24,848	262	1.05%	231	88.17%	31	11.83%	10	32.26%	241	91.98%	241	0.97%	\$4,832	\$13,336	-\$8,504	(\$35.29)
	26AAC1A	Archaeological Conservancy - Donors	1yr/\$19.97	4,850	52	1.07%	47	90.38%	5	9.62%	1	20.00%	48	92.31%	48	0.99%	\$1,039	\$2,241	-\$1,202	(\$25.05)
	26ABA1A	Biblical Archaeology Review - 0-12 month Active Subscribers	1yr/\$19.97	20,019	253	1.26%	217	85.77%	36	14.23%	13	36.11%	230	90.91%	230	1.15%	\$4,657	\$12,109	-\$7,452	(\$32.40)
	26AAB2A	Biblical Archaeology Review - 13+Month Renewals	1yr/\$19.97	10,159	110	1.08%	101	91.82%	9	8.18%	4	44.44%	105	95.45%	105	1.03%	\$2,145	\$6,295	-\$4,150	(\$39.52)
	26AAD2A	Dataline - New Model, Top 1 / 2 of Segment 1	1yr/\$19.97	12,387	100	0.81%	79	79.00%	21	21.00%	4	19.05%	83	83.00%	83	0.67%	\$1,658	\$6,083	-\$4,425	(\$53.32)
	26AAMB1A	Multibuyers 2x - October 2025 2x+	1yr/\$19.97	4,985	66	1.32%	61	92.42%	5	7.58%	1	20.00%	62	93.94%	62	1.24%	\$1,294	\$2,129	-\$835	(\$13.46)
	26AASM3A	Smithsonian - 3 Month Dtp, Omit Renewals	1yr/\$19.97	19,520	270	1.38%	231	85.56%	39	14.44%	14	35.90%	245	90.74%	245	1.26%	\$4,893	\$8,609	-\$3,716	(\$15.17)
	26AASM2A	Smithsonian - 3 Month Renewals	1yr/\$19.97	40,454	407	1.01%	376	92.38%	31	7.62%	16	51.61%	392	96.31%	392	0.97%	\$7,846	\$17,843	-\$9,997	(\$25.50)
	26AAW51A	Wiland - 2025 Universal Performance, Segment 1	1yr/\$19.97	53,929	953	1.77%	820	86.04%	133	13.96%	34	25.56%	854	89.61%	854	1.58%	\$17,117	\$27,191	-\$10,074	(\$11.80)
	26AAW41A	Wiland - 2024 Universal Performance, Segment 1	1yr/\$19.97	5,602	71	1.27%	63	88.73%	8	11.27%	2	25.00%	65	91.55%	65	1.16%	\$1,298	\$2,866	-\$1,568	(\$24.13)
	26AAW52A	Wiland - 2025 Universal Performance, Segment 2	1yr/\$19.97	29,497	334	1.13%	299	89.52%	35	10.48%	10	28.57%	309	92.51%	309	1.05%	\$6,235	\$14,699	-\$8,464	(\$27.39)
Total AO Voucher Pkg (Outside Main)				226,250	2,878	1.27%	2,525	87.73%	353	12.27%	109	30.88%	2,634	91.52%	2,634	1.16%	\$53,014	\$113,401	-\$60,388	(\$22.93)
BH Voucher Pkg (House Control)																				
	26ABHOSA	Voucher Pkg House Control List Group	1yr/\$19.97	5,000	103	2.06%	95	92.23%	8	7.77%	4	50.00%	99	96.12%	99	1.98%	\$1,977	\$2,116	-\$139	(\$14.1)
Total BH Voucher Pkg (House Control)				5,000	103	2.06%	95	92.23%	8	7.77%	4	50.00%	99	96.12%	99	1.98%	\$1,977	\$2,116	-\$139	(\$14.1)
BO Voucher Pkg (Outside Control)																				
	26ABOUTA	Voucher Pkg Outside Control List Group	1yr/\$19.97	10,000	152	1.52%	136	89.47%	16	10.53%	4	25.00%	140	92.11%	140	1.40%	\$2,829	\$5,265	-\$2,436	(\$17.40)
Total BO Voucher Pkg (Outside Control)				10,000	152	1.52%	136	89.47%	16	10.53%	4	25.00%	140	92.11%	140	1.40%	\$2,829	\$5,265	-\$2,436	(\$17.40)

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CH Voucher Pkg (House Control)																				
	26ACHOSA	Voucher Pkg House Control List Group	1yr/\$19.97	5,000	118	2.36%	108	91.53%	10	8.47%	6	60.00%	114	96.61%	114	2.28%	\$2,282	\$2,116	\$165	\$1.45
Total CH Voucher Pkg (House Control)				5,000	118	2.36%	108	91.53%	10	8.47%	6	60.00%	114	96.61%	114	2.28%	\$2,282	\$2,116	\$165	\$1.45
CO Voucher Pkg (Outside Control)																				
	26ACOUTA	Voucher Pkg Outside Control List Group	1yr/\$19.97	10,000	142	1.42%	129	90.85%	13	9.15%	3	23.08%	132	92.96%	132	1.32%	\$2,664	\$5,265	-\$2,600	(\$19.70)
Total CO Voucher Pkg (Outside Control)				10,000	142	1.42%	129	90.85%	13	9.15%	3	23.08%	132	92.96%	132	1.32%	\$2,664	\$5,265	-\$2,600	(\$19.70)
DH Voucher Pkg (House Test #1 - Slim Package)																				
	26ADHOSA	Voucher Pkg House Test 1	1yr/\$19.97	10,000	181	1.81%	171	94.48%	10	5.52%	5	50.00%	176	97.24%	176	1.76%	\$3,515	\$4,579	-\$1,064	(\$6.05)
Total DH Voucher Pkg (House Test #1 - Slim Package)				10,000	181	1.81%	171	94.48%	10	5.52%	5	50.00%	176	97.24%	176	1.76%	\$3,515	\$4,579	-\$1,064	(\$6.05)
DO Voucher Pkg (Outside #1 - Slim Package)																				
	26ADOUTA	Voucher Pkg Outside Test 1	1yr/\$19.97	20,000	180	0.90%	156	86.67%	24	13.33%	8	33.33%	164	91.11%	164	0.82%	\$3,248	\$10,906	-\$7,659	(\$46.70)
Total DO Voucher Pkg (Outside #1 - Slim Package)				20,000	180	0.90%	156	86.67%	24	13.33%	8	33.33%	164	91.11%	164	0.82%	\$3,248	\$10,906	-\$7,659	(\$46.70)
EH Voucher Pkg (House Test #2 - Slim w BM)																				
	26AEHOSA	Voucher Pkg House Test 2	1yr/\$19.97	10,000	201	2.01%	176	87.56%	25	12.44%	13	52.00%	189	94.03%	189	1.89%	\$3,802	\$3,805	-\$2	(\$0.01)
Total EH Voucher Pkg (House Test #2 - Slim w BM)				10,000	201	2.01%	176	87.56%	25	12.44%	13	52.00%	189	94.03%	189	1.89%	\$3,802	\$3,805	-\$2	(\$0.01)
EO Voucher Pkg (Outside Test #2 - Slim w BM)																				
	26AEOUTA	Voucher Pkg Outside Test 2	1yr/\$19.97	20,000	196	0.98%	179	91.33%	17	8.67%	5	29.41%	184	93.88%	184	0.92%	\$3,674	\$9,358	-\$5,684	(\$30.89)
Total EO Voucher Pkg (Outside Test #2 - Slim w BM)				20,000	196	0.98%	179	91.33%	17	8.67%	5	29.41%	184	93.88%	184	0.92%	\$3,674	\$9,358	-\$5,684	(\$30.89)
Online Order Codes																				
	I6AAHSEA	AH Voucher Pkg House Main	1yr/\$19.97		95		95	100.00%	0	0.00%	0		95	100.00%	95		\$1,897		\$1,897	\$19.97
	I6AAOUTA	AO Voucher Pkg Outside Main	1yr/\$19.97		241		241	100.00%	0	0.00%	0		241	100.00%	241		\$4,813		\$4,813	\$19.97
	I6ABHSEA	BH Voucher Pkg House Control	1yr/\$19.97		6		6	100.00%	0	0.00%	0		6	100.00%	6		\$120		\$120	\$19.97
	I6ABOUTA	BO Voucher Pkg Outside Control	1yr/\$19.97		10		10	100.00%	0	0.00%	0		10	100.00%	10		\$200		\$200	\$19.97
	I6ACHSEA	CH Voucher Pkg House Control	1yr/\$19.97		7		7	100.00%	0	0.00%	0		7	100.00%	7		\$140		\$140	\$19.97
	I6ACOUTA	CO Voucher Pkg Outside Control	1yr/\$19.97		13		13	100.00%	0	0.00%	0		13	100.00%	13		\$260		\$260	\$19.97
	I6ADHSEA	DH Voucher Pkg House Test 1	1yr/\$19.97		7		7	100.00%	0	0.00%	0		7	100.00%	7		\$140		\$140	\$19.97
	I6ADOUTA	DO Voucher Pkg Outside Test 1	1yr/\$19.97		11		11	100.00%	0	0.00%	0		11	100.00%	11		\$220		\$220	\$19.97
	I6AEHSEA	EH Voucher Pkg House Test 2	1yr/\$19.97		19		19	100.00%	0	0.00%	0		19	100.00%	19		\$379		\$379	\$19.97
	I6AEOUTA	EO Voucher Pkg Outside Test 2	1yr/\$19.97		5		5	100.00%	0	0.00%	0		5	100.00%	5		\$100		\$100	\$19.97
Total Online Order Codes				0	414		414		0		0		414	100.00%	414		\$8,268	\$0	\$8,268	\$19.97
GRAND TOTAL				390,193	6,016	1.54%	5,447	90.54%	569	9.46%	203	35.68%	5,650	93.92%	5,650	1.45%	\$113,461	\$188,140	-\$74,680	(\$13.22)
GRAND TOTAL				390,193	6,005	1.54%	5,438	90.56%	567	9.44%	199	35.10%	5,637	93.87%	5,637	1.44%	\$113,201	\$188,140	-\$74,939	(\$13.29)