

**ARCHAEOLOGY**

Renewal by Effort

May 2026

No Data Available for 2027

# ARCHAEOLOGY

Renewal by Effort

May 2026

Year Issue																					Totals								
	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts
<b>2026</b>																													
Jan/Feb 2026	1	4,073	192	4.71%	2	<b>10,101</b>	1,836	18.18%	3	3,871	98	2.53%	4	9,810	1,770	18.04%	5	9,740	31	0.32%	6	8,704	581	6.68%	10,101	5,532	54.77%	78,368	7.76
	7	7,593	388	5.11%	8	2,826	85	3.01%	9	6,511	249	3.82%	10	1,922	59	3.07%	11	4,946	219	4.43%									
					14	8,271	24	0.29%																					
Mar/Apr 2026	1	2,834	164	5.79%	2	<b>6,833</b>	1,219	17.84%	3	2,667	52	1.95%	4	6,652	709	10.66%	5	6,373	507	7.96%	6	5,108	384	7.52%	6,833	3,736	54.68%	50,941	7.46
	7	4,547	234	5.15%	8	1,681	76	4.52%	9	4,054	159	3.92%	10	1,496	38	2.54%	11	3,546	182	5.13%									
					14	5,150	12	0.23%																					
May/Jun 2026	1	4,788	150	3.13%	2	<b>13,569</b>	2,311	17.03%	3	4,548	82	1.80%	4	13,179	1,322	10.03%	5	12,382	933	7.54%	6	11,002	794	7.22%	13,569	6,929	51.06%	98,074	7.23
	7	8,472	516	6.09%	8	2,602	67	2.57%	9	7,611	256	3.36%	10	2,430	64	2.63%	11	7,440	421	5.66%									
					14	10,051	13	0.13%																					
Jul/Aug 2026	1	3,718	141	3.79%	2	10,212	1,571	15.38%	3	3,564	82	2.30%	4	10,018	822	8.21%	5	8,531	692	8.11%	6	7,723	482	6.24%	10,270	4,242	41.30%	70,053	6.82
	7	7,026	325	4.63%	8	2,355	79	3.35%	9	6,636	34	0.51%																	
					14	<b>10,270</b>	14	0.14%																					
Sep/Oct 2026	1	3,373	177	5.25%	2	<b>8,203</b>	1,693	20.64%	3	2,978	68	2.28%	4	7,572	909	12.00%	5	6,792	202	2.97%	6	6,136	20	0.33%	8,203	3,069	37.41%	35,054	4.27
Nov/Dec 2026	1	4,105	171	4.17%	2	<b>13,064</b>	736	5.63%	3	3,922	51	1.30%									13,064	958	7.33%	21,091	1.61				
<b>2026</b>	1	<b>22,891</b>	<b>995</b>	<b>4.35%</b>	2	<b>61,982</b>	<b>9,366</b>	<b>15.11%</b>	3	<b>21,550</b>	<b>433</b>	<b>2.01%</b>	4	<b>47,231</b>	<b>5,532</b>	<b>11.71%</b>	5	<b>43,818</b>	<b>2,365</b>	<b>5.40%</b>	6	<b>38,673</b>	<b>2,261</b>	<b>5.85%</b>	<b>62,040</b>	<b>24,466</b>	<b>39.44%</b>	<b>353,581</b>	<b>5.70</b>
	7	<b>27,638</b>	<b>1,463</b>	<b>5.29%</b>	8	<b>9,464</b>	<b>307</b>	<b>3.24%</b>	9	<b>24,812</b>	<b>698</b>	<b>2.81%</b>	10	<b>5,848</b>	<b>161</b>	<b>2.75%</b>	11	<b>15,932</b>	<b>822</b>	<b>5.16%</b>									
					14	<b>33,742</b>	<b>63</b>	<b>0.19%</b>																					

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Renewal by Effort

May 2026

Year Issue																									Totals					
	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts	
<b>Direct To Publisher</b>																														
<b>2026</b>																														
Jan/Feb 2026	1	672	24	3.57%	2	1,754	214	12.20%	3	646	12	1.86%	4	1,715	188	10.96%	5	1,700	3	0.18%	6	1,589	65	4.09%	1,754	686	39.11%	14362	8.19	
	7	1,436	56	3.90%	8	528	12	2.27%	9	1,287	45	3.50%	10	444	11	2.48%	11	1,125	56	4.98%										
					14	1,466	0																							
Mar/Apr 2026	1	368	8	2.17%	2	786	124	15.78%	3	361	4	1.11%	4	786	49	6.23%	5	720	35	4.86%	6	619	30	4.85%	786	317	40.33%	6298	8.01	
	7	569	20	3.51%	8	258	11	4.26%	9	535	15	2.80%	10	237	6	2.53%	11	463	15	3.24%										
					14	596	0																							
May/Jun 2026	1	1,509	17	1.13%	2	5,376	560	10.42%	3	1,436	13	0.91%	4	5,231	301	5.75%	5	4,910	248	5.05%	6	4,677	266	5.69%	5,376	1967	36.59%	41140	7.65	
	7	4,024	206	5.12%	8	1,058	13	1.23%	9	3,754	120	3.20%	10	1,118	25	2.24%	11	3,835	194	5.06%										
					14	4,212	4	0.09%																						
Jul/Aug 2026	1	1,311	21	1.60%	2	4,460	555	12.44%	3	1,298	10	0.77%	4	4,462	290	6.50%	5	3,956	289	7.31%	6	3,651	206	5.64%	4,462	1567	35.12%	30765	6.89	
	7	3,501	164	4.68%	8	1,056	26	2.46%	9	3,368	6	0.18%																		
					14	3,702	0																							
Sep/Oct 2026	1	396	11	2.78%	2	938	126	13.43%	3	365	4	1.10%	4	1,157	128	11.06%	5	1,096	35	3.19%	6	998	2	0.20%	1,157	306	26.45%	4950	4.28	
Nov/Dec 2026	1	1,135	14	1.23%	2	5,322	209	3.93%	3	1,123	6	0.53%													5,322	229	4.30%	7580	1.42	
<b>2026</b>	1	<b>5,391</b>	<b>95</b>	<b>1.76%</b>	2	<b>18,636</b>	<b>1,788</b>	<b>9.59%</b>	3	<b>5,229</b>	<b>49</b>	<b>0.94%</b>	4	<b>13,351</b>	<b>956</b>	<b>7.16%</b>	5	<b>12,382</b>	<b>610</b>	<b>4.93%</b>	6	<b>11,534</b>	<b>569</b>	<b>4.93%</b>	<b>18,857</b>	<b>5,072</b>	<b>26.90%</b>	<b>105,095</b>	<b>5.57</b>	
	7	<b>9,530</b>	<b>446</b>	<b>4.68%</b>	8	<b>2,900</b>	<b>62</b>	<b>2.14%</b>	9	<b>8,944</b>	<b>186</b>	<b>2.08%</b>	10	<b>1,799</b>	<b>42</b>	<b>2.33%</b>	11	<b>5,423</b>	<b>265</b>	<b>4.89%</b>										
					14	<b>9,976</b>	<b>4</b>	<b>0.04%</b>																						

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May 2026

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<b>Agents</b>																																		
<b>2026</b>																																		
Jan/Feb 2026	1	146	3	2.05%	2	953	17	1.78%	3	143	0		4	940	19	2.02%	5	936	0		6	909	7	0.77%	1,365	71	5.20%	8172	5.99					
	7	881	6	0.68%	8	125	0		9	856	8	0.93%	10	110	0		11	808	6	0.74%														
					14	1,365	5	0.37%																										
Mar/Apr 2026	1	78	1	1.28%	2	448	18	4.02%	3	76	0		4	434	9	2.07%	5	421	10	2.38%	6	404	6	1.49%	819	64	7.81%	3883	4.74					
	7	376	7	1.86%	8	58	0		9	369	4	1.08%	10	55	0		11	345	1	0.29%														
					14	819	8	0.98%																										
May/Jun 2026	1	77	1	1.30%	2	583	16	2.74%	3	76	0		4	573	10	1.75%	5	561	6	1.07%	6	544	3	0.55%	1,357	49	3.61%	5443	4.01					
	7	510	5	0.98%	8	55	0		9	498	0		10	59	0		11	550	3	0.55%														
					14	1,357	5	0.37%																										
Jul/Aug 2026	1	89	0		2	479	8	1.67%	3	89	0		4	477	7	1.47%	5	468	2	0.43%	6	450	5	1.11%	3,346	35	1.05%	6421	1.92					
	7	480	6	1.25%	8	75	0		9	468	0																							
					14	3,346	7	0.21%																										
Sep/Oct 2026	1	87	0		2	786	17	2.16%	3	83	0		4	853	17	1.99%	5	838	1	0.12%	6	815	0		853	35	4.10%	3462	4.06					
Nov/Dec 2026	1	126	1	0.79%	2	1,017	5	0.49%	3	159	1	0.63%													1,017	7	0.69%	1302	1.28					
<b>2026</b>	1	603	6	1.00%	2	4,266	81	1.90%	3	626	1	0.16%	4	3,277	62	1.89%	5	3,224	19	0.59%	6	3,122	21	0.67%	8,757	261	2.98%	28,683	3.28					
	7	2,247	24	1.07%	8	313	0	0.00%	9	2,191	12	0.55%	10	224	0	0.00%	11	1,703	10	0.59%														
					14	6,887	25	0.36%																										

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<b>Renewals</b>																													
<b>2026</b>																													
Jan/Feb 2026	1	3,255	165	5.07%	2	7,394	1,605	21.71%	3	3,082	86	2.79%	4	7,155	1,563	21.84%	5	7,104	28	0.39%	6	6,206	509	8.20%	7,394	4775	64.58%	55834	7.55
	7	5,276	326	6.18%	8	2,173	73	3.36%	9	4,368	196	4.49%	10	1,368	48	3.51%	11	3,013	157	5.21%									
	14	5,440	19	0.35%																									
Mar/Apr 2026	1	2,388	155	6.49%	2	5,599	1,077	19.24%	3	2,230	48	2.15%	4	5,432	651	11.98%	5	5,232	462	8.83%	6	4,085	348	8.52%	5,599	3355	59.92%	40760	7.28
	7	3,602	207	5.75%	8	1,365	65	4.76%	9	3,150	140	4.44%	10	1,204	32	2.66%	11	2,738	166	6.06%									
	14	3,735	4	0.11%																									
May/Jun 2026	1	3,202	132	4.12%	2	7,610	1,735	22.80%	3	3,036	69	2.27%	4	7,375	1,011	13.71%	5	6,911	679	9.82%	6	5,781	525	9.08%	7,610	4913	64.56%	51491	6.77
	7	3,938	305	7.75%	8	1,489	54	3.63%	9	3,359	136	4.05%	10	1,253	39	3.11%	11	3,055	224	7.33%									
	14	4,482	4	0.09%																									
Jul/Aug 2026	1	2,318	120	5.18%	2	5,273	1,008	19.12%	3	2,177	72	3.31%	4	5,079	525	10.34%	5	4,107	401	9.76%	6	3,622	271	7.48%	5,273	2640	50.07%	32867	6.23
	7	3,045	155	5.09%	8	1,224	53	4.33%	9	2,800	28	1.00%																	
	14	3,222	7	0.22%																									
Sep/Oct 2026	1	2,890	166	5.74%	2	6,479	1,550	23.92%	3	2,530	64	2.53%	4	5,562	764	13.74%	5	4,858	166	3.42%	6	4,323	18	0.42%	6,479	2728	42.11%	26642	4.11
Nov/Dec 2026	1	2,844	156	5.49%	2	6,725	522	7.76%	3	2,640	44	1.67%													6,725	722	10.74%	12209	1.82
<b>2026</b>	1	16,897	894	5.29%	2	39,080	7,497	19.18%	3	15,695	383	2.44%	4	30,603	4,514	14.75%	5	28,212	1,736	6.15%	6	24,017	1,671	6.96%	39,080	19,133	48.96%	219,803	5.62
	7	15,861	993	6.26%	8	6,251	245	3.92%	9	13,677	500	3.66%	10	3,825	119	3.11%	11	8,806	547	6.21%									
	14	16,879	34	0.20%																									

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																								Totals								
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<b>Direct To Publisher</b>																																
<b>Unknown (0)</b>																																
<b>2026</b>																																
Jan/Feb 2026	1	6	0		2	19	0		3	5	0		4	12	0		5	11	0		6	10	0									
	7	4	0		8	1	0		9	2	0						11	1	0													
					14	5	0																									
Mar/Apr 2026	1	2	0		2	15	0		3	2	0		4	12	0		5	11	0		6	8	0									
	7	8	0		8	2	0		9	7	0		10	1	0		11	4	0													
					14	8	0																									
May/Jun 2026	1	7	0		2	26	0		3	5	0		4	19	0		5	19	0		6	16	0									
	7	8	0		8	2	0		9	6	0		10	2	0		11	7	1	14.29%												
					14	11	0																									
Jul/Aug 2026	1	7	0		2	27	0		3	4	0		4	19	0		5	8	0		6	5	0									
	7	3	0		8	1	0		9	3	0																					
					14	6	0																									
Sep/Oct 2026	1	9	0		2	17	0		3	5	0		4	12	0		5	7	0		6	6	0									
Nov/Dec 2026	1	2	0		2	7	0		3	2	0																					
<b>2026</b>	<b>1</b>	<b>33</b>	<b>0</b>	<b>0.00%</b>	<b>2</b>	<b>111</b>	<b>0</b>	<b>0.00%</b>	<b>3</b>	<b>23</b>	<b>0</b>	<b>0.00%</b>	<b>4</b>	<b>74</b>	<b>0</b>	<b>0.00%</b>	<b>5</b>	<b>56</b>	<b>0</b>	<b>0.00%</b>	<b>6</b>	<b>45</b>	<b>0</b>	<b>0.00%</b>								
	<b>7</b>	<b>23</b>	<b>0</b>	<b>0.00%</b>	<b>8</b>	<b>6</b>	<b>0</b>	<b>0.00%</b>	<b>9</b>	<b>18</b>	<b>0</b>	<b>0.00%</b>	<b>10</b>	<b>3</b>	<b>0</b>	<b>0.00%</b>	<b>11</b>	<b>12</b>	<b>1</b>	<b>8.33%</b>												
					<b>14</b>	<b>30</b>	<b>0</b>	<b>0.00%</b>																								
<b>Direct To Publisher</b>																																
<b>DIRECT MAIL (2)</b>																																
<b>2026</b>																																
Jan/Feb 2026	1	252	2	0.79%	2	971	105	10.81%	3	249	2	0.80%	4	973	109	11.20%	5	974	0		6	929	45	4.84%								
	7	855	36	4.21%	8	216	3	1.39%	9	781	24	3.07%	10	190	3	1.58%	11	681	36	5.29%												
					14	871	0																									

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<b>Direct To Publisher</b>																													
<b>DIRECT MAIL (2)</b>																													
<b>2026</b>																													
Mar/Apr 2026	1	69	1	1.45%	2	167	16	9.58%	3	67	1	1.49%	4	168	7	4.17%	5	159	9	5.66%	6	144	7	4.86%	168	48	28.57%	1400	8.33
	7	132	3	2.27%	8	54	0		9	129	1	0.78%	10	53	0		11	117	3	2.56%									
					14	141	0																						
May/Jun 2026	1	1,205	8	0.66%	2	4,782	482	10.08%	3	1,151	4	0.35%	4	4,659	257	5.52%	5	4,381	212	4.84%	6	4,197	235	5.60%	4,782	1661	34.73%	36430	7.62
	7	3,655	186	5.09%	8	884	10	1.13%	9	3,425	113	3.30%	10	894	13	1.45%	11	3,379	140	4.14%									
					14	3,818	1	0.03%																					
Jul/Aug 2026	1	1,068	10	0.94%	2	3,978	502	12.62%	3	1,072	5	0.47%	4	4,003	263	6.57%	5	3,555	261	7.34%	6	3,287	191	5.81%	4,003	1368	34.17%	26902	6.72
	7	3,019	125	4.14%	8	820	10	1.22%	9	2,910	1	0.03%																	
					14	3,190	0																						
Sep/Oct 2026	1	139	2	1.44%	2	466	63	13.52%	3	134	1	0.75%	4	465	32	6.88%	5	441	8	1.81%	6	421	0		466	106	22.75%	2066	4.43
Nov/Dec 2026	1	804	2	0.25%	2	4,546	169	3.72%	3	812	2	0.25%													4,546	173	3.81%	6162	1.36
<b>2026</b>	<b>1</b>	<b>3,537</b>	<b>25</b>	<b>0.71%</b>	<b>2</b>	<b>14,910</b>	<b>1,337</b>	<b>8.97%</b>	<b>3</b>	<b>3,485</b>	<b>15</b>	<b>0.43%</b>	<b>4</b>	<b>10,268</b>	<b>668</b>	<b>6.51%</b>	<b>5</b>	<b>9,510</b>	<b>490</b>	<b>5.15%</b>	<b>6</b>	<b>8,978</b>	<b>478</b>	<b>5.32%</b>	<b>14,939</b>	<b>3,721</b>	<b>24.91%</b>	<b>80,902</b>	<b>5.42</b>
	<b>7</b>	<b>7,661</b>	<b>350</b>	<b>4.57%</b>	<b>8</b>	<b>1,974</b>	<b>23</b>	<b>1.17%</b>	<b>9</b>	<b>7,245</b>	<b>139</b>	<b>1.92%</b>	<b>10</b>	<b>1,137</b>	<b>16</b>	<b>1.41%</b>	<b>11</b>	<b>4,177</b>	<b>179</b>	<b>4.29%</b>									
					<b>14</b>	<b>8,020</b>	<b>1</b>	<b>0.01%</b>																					
<b>Direct To Publisher</b>																													
<b>Insert Cards (6)</b>																													
<b>2026</b>																													
Jan/Feb 2026	1	103	3	2.91%	2	319	49	15.36%	3	102	1	0.98%	4	315	45	14.29%	5	312	0		6	286	11	3.85%	319	133	41.69%	2520	7.90
	7	253	10	3.95%	8	86	0		9	222	5	2.25%	10	69	1	1.45%	11	196	8	4.08%									
					14	257	0																						
Mar/Apr 2026	1	76	2	2.63%	2	219	37	16.89%	3	75	1	1.33%	4	224	26	11.61%	5	214	11	5.14%	6	183	10	5.46%	224	108	48.21%	1719	7.67
	7	166	9	5.42%	8	57	0		9	151	7	4.64%	10	50	1	2.00%	11	130	4	3.08%									
					14	174	0																						
May/Jun 2026	1	95	2	2.11%	2	261	37	14.18%	3	92	2	2.17%	4	260	25	9.62%	5	247	17	6.88%	6	225	15	6.67%	261	128	49.04%	1988	7.62
	7	177	16	9.04%	8	54	1	1.85%	9	162	4	2.47%	10	58	1	1.72%	11	170	8	4.71%									
					14	187	0																						

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# ARCHAEOLOGY

Renewal by Effort

May 2026

Year Issue	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts
<b>Direct To Publisher</b>																													
<b>Insert Cards (6)</b>																													
<b>2026</b>																													
Jul/Aug 2026	1	55	0		2	203	28	13.79%	3	58	0		4	210	14	6.67%	5	194	15	7.73%	6	177	8	4.52%	210	69	32.86%	1461	6.96
	7	169	3	1.78%	8	48	0		9	166	1	0.60%																	
					14	181	0																						
Sep/Oct 2026	1	65	1	1.54%	2	182	25	13.74%	3	63	0		4	181	13	7.18%	5	173	7	4.05%	6	162	0		182	46	25.27%	826	4.54
Nov/Dec 2026	1	96	1	1.04%	2	335	20	5.97%	3	95	1	1.05%													335	22	6.57%	526	1.57
<b>2026</b>	<b>1</b>	<b>490</b>	<b>9</b>	<b>1.84%</b>	<b>2</b>	<b>1,519</b>	<b>196</b>	<b>12.90%</b>	<b>3</b>	<b>485</b>	<b>5</b>	<b>1.03%</b>	<b>4</b>	<b>1,190</b>	<b>123</b>	<b>10.34%</b>	<b>5</b>	<b>1,140</b>	<b>50</b>	<b>4.39%</b>	<b>6</b>	<b>1,033</b>	<b>44</b>	<b>4.26%</b>	<b>1,531</b>	<b>506</b>	<b>33.05%</b>	<b>9,040</b>	<b>5.90</b>
	<b>7</b>	<b>765</b>	<b>38</b>	<b>4.97%</b>	<b>8</b>	<b>245</b>	<b>1</b>	<b>0.41%</b>	<b>9</b>	<b>701</b>	<b>17</b>	<b>2.43%</b>	<b>10</b>	<b>177</b>	<b>3</b>	<b>1.69%</b>	<b>11</b>	<b>496</b>	<b>20</b>	<b>4.03%</b>									
					<b>14</b>	<b>799</b>	<b>0</b>	<b>0.00%</b>																					
<b>Direct To Publisher</b>																													
<b>Christmas Gifts (7)</b>																													
<b>2026</b>																													
Jan/Feb 2026	1	84	5	5.95%	2	177	46	25.99%	3	79	1	1.27%	4	171	25	14.62%	5	168	0		6	143	3	2.10%	177	98	55.37%	1352	7.64
	7	120	5	4.17%	8	55	0		9	100	7	7.00%	10	45	1	2.22%	11	86	5	5.81%									
					14	124	0																						
Mar/Apr 2026	1	53	1	1.89%	2	116	43	37.07%	3	53	0		4	116	5	4.31%	5	91	6	6.59%	6	66	9	13.64%	116	66	56.90%	788	6.79
	7	62	1	1.61%	8	29	1	3.45%	9	59	0		10	28	0		11	52	0										
					14	63	0																						
May/Jun 2026	1	67	2	2.99%	2	122	34	27.87%	3	61	1	1.64%	4	118	9	7.63%	5	94	9	9.57%	6	84	6	7.14%	122	70	57.38%	834	6.84
	7	62	3	4.84%	8	34	1	2.94%	9	52	2	3.85%	10	27	1	3.70%	11	48	1	2.08%									
					14	65	1	1.54%																					
Jul/Aug 2026	1	57	2	3.51%	2	91	19	20.88%	3	51	0		4	84	4	4.76%	5	65	5	7.69%	6	61	4	6.56%	91	40	43.96%	628	6.90
	7	60	3	5.00%	8	42	3	7.14%	9	55	0																		
					14	62	0																						
Sep/Oct 2026	1	61	3	4.92%	2	108	28	25.93%	3	53	0		4	96	7	7.29%	5	88	3	3.41%	6	76	0		108	41	37.96%	482	4.46
Nov/Dec 2026	1	38	2	5.26%	2	76	7	9.21%	3	36	1	2.78%													76	10	13.16%	150	1.97

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**ARCHAEOLOGY**

Renewal by Effort

May 2026

Year Issue	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Total Response %	Total Mail Qty	Avg # Of Efforts				
<b>Direct To Publisher</b>																																	
<b>Christmas Gifts (7)</b>																																	
<b>2026</b>	1	360	15	4.17%	2	690	177	25.65%	3	333	3	0.90%	4	585	50	8.55%	5	506	23	4.55%	6	430	22	5.12%	690	325	47.10%	4,234	6.14				
	7	304	12	3.95%	8	160	5	3.13%	9	266	9	3.38%	10	100	2	2.00%	11	186	6	3.23%													
	14	314	1	0.32%																													
<b>Direct To Publisher</b>																																	
<b>White &amp; Misc (8)</b>																																	
<b>2026</b>																																	
Jan/Feb 2026	1	76	5	6.58%	2	113	8	7.08%	3	69	1	1.45%	4	104	6	5.77%	5	98	1	1.02%	6	91	3	3.30%	113	37	32.74%	924	8.18				
	7	79	1	1.27%	8	51	4	7.84%	9	67	5	7.46%	10	36	1	2.78%	11	57	2	3.51%													
	14	83	0																														
Mar/Apr 2026	1	98	1	1.02%	2	194	27	13.92%	3	97	0		4	194	9	4.64%	5	177	9	5.08%	6	152	4	2.63%	194	65	33.51%	1539	7.93				
	7	135	6	4.44%	8	56	2	3.57%	9	129	5	3.88%	10	53	0		11	110	2	1.82%													
	14	144	0																														
May/Jun 2026	1	70	3	4.29%	2	118	4	3.39%	3	65	1	1.54%	4	112	8	7.14%	5	105	8	7.62%	6	100	5	5.00%	118	33	27.97%	948	8.03				
	7	77	1	1.30%	8	40	0		9	67	1	1.49%	10	44	2	4.55%	11	67	0														
	14	83	0																														
Jul/Aug 2026	1	56	4	7.14%	2	86	4	4.65%	3	50	1	2.00%	4	80	5	6.25%	5	72	5	6.94%	6	66	2	3.03%	86	28	32.56%	630	7.33				
	7	61	2	3.28%	8	35	4	11.43%	9	54	1	1.85%																					
	14	70	0																														
Sep/Oct 2026	1	52	4	7.69%	2	97	8	8.25%	3	43	1	2.33%	4	90	3	3.33%	5	84	1	1.19%	6	81	0		97	17	17.53%	447	4.61				
Nov/Dec 2026	1	57	1	1.75%	2	93	4	4.30%	3	50	0														93	5	5.38%	200	2.15				
<b>2026</b>	1	409	18	4.40%	2	701	55	7.85%	3	374	4	1.07%	4	580	31	5.34%	5	536	24	4.48%	6	490	14	2.86%	701	185	26.39%	4,688	6.69				
	7	352	10	2.84%	8	182	10	5.49%	9	317	12	3.79%	10	133	3	2.26%	11	234	4	1.71%													
	14	380	0	0.00%																													

# ARCHAEOLOGY

Renewal by Effort

May 2026

Year Issue	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts		
<b>Direct To Publisher</b>																															
<b>Misc (9)</b>																															
<b>2026</b>																															
May/Jun 2026													10	8	0		11	8	0							8	0	0.00%	16	2.00	
Jul/Aug 2026	7	1	0		8	1	1	100.00%																		1	1	100.00%	3	3.00	
					14	1	0																								
<b>2026</b>	<b>7</b>	<b>1</b>	<b>0</b>	<b>0.00%</b>	<b>8</b>	<b>1</b>	<b>1</b>	<b>100.00%</b>					<b>10</b>	<b>8</b>	<b>0</b>	<b>0.00%</b>	<b>11</b>	<b>8</b>	<b>0</b>	<b>0.00%</b>					<b>9</b>	<b>1</b>	<b>11.11%</b>	<b>19</b>	<b>2.11</b>		
					14	1	0	0.00%																							
<b>Direct To Publisher</b>																															
<b>Comps (C)</b>																															
<b>2026</b>																															
Jul/Aug 2026					2	1	0						4	1	0		5	1	0		6	1	0			1	0	0.00%	7	7.00	
	7	1	0						9	1	0																				
					14	1	0																								
<b>2026</b>					<b>2</b>	<b>1</b>	<b>0</b>	<b>0.00%</b>					<b>4</b>	<b>1</b>	<b>0</b>	<b>0.00%</b>	<b>5</b>	<b>1</b>	<b>0</b>	<b>0.00%</b>	<b>6</b>	<b>1</b>	<b>0</b>	<b>0.00%</b>		<b>1</b>	<b>0</b>	<b>0.00%</b>	<b>7</b>	<b>7.00</b>	
	7	1	0	0.00%					9	1	0	0.00%																			
					14	1	0	0.00%																							
<b>Direct To Publisher</b>																															
<b>Gifts (F)</b>																															
<b>2026</b>																															
Jan/Feb 2026	1	1	0		2	1	0		3	1	0		4	1	0		5	1	0							1	0	0.00%	5	5.00	
Mar/Apr 2026	1	2	0		2	2	0		3	2	0		4	2	0		5	2	0		6	2	0			2	0	0.00%	24	12.00	
	7	2	0		8	2	0		9	2	0		10	2	0		11	2	0												
					14	2	0																								
Jul/Aug 2026	1	1	0		2	1	0		3	1	0		4	1	0		5	1	0		6	1	0			2	0	0.00%	11	5.50	
	7	1	0		8	1	0		9	1	0																				
					14	2	0																								
Sep/Oct 2026	1	2	0		2	2	0		3	2	0		4	2	0		5	2	0		6	2	0			2	0	0.00%	12	6.00	

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Renewal by Effort

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Year Issue	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts		
<b>Direct To Publisher</b>																															
<b>Gifts (F)</b>																															
2026	1	6	0	0.00%	2	6	0	0.00%	3	6	0	0.00%	4	6	0	0.00%	5	6	0	0.00%	6	5	0	0.00%	7	0	0.00%	52	7.43		
	7	3	0	0.00%	8	3	0	0.00%	9	3	0	0.00%	10	2	0	0.00%	11	2	0	0.00%											
					14	4	0	0.00%																							
<b>Direct To Publisher</b>																															
<b>Cold Donor (G)</b>																															
<b>2026</b>																															
Mar/Apr 2026	7	1	0																						1	0	0.00%	1	1.00		
May/Jun 2026													5	7	0											115	51	44.35%	165	1.43	
													10	43	7	16.28%															
Jul/Aug 2026					2	4	2	50.00%																		134	41	30.60%	457	3.41	
	7	134	30	22.39%	8	58	7	12.07%	9	127	2	1.57%																			
					14	134	0																								
Sep/Oct 2026	1	1	0										4	244	71	29.10%	5	236	13	5.51%	6	190	1	0.53%	244	85	34.84%	671	2.75		
Nov/Dec 2026	1	78	2	2.56%	2	202	8	3.96%	3	75	0														202	10	4.95%	355	1.76		
2026	1	79	2	2.53%	2	206	10	4.85%	3	75	0	0.00%	4	244	71	29.10%	5	243	13	5.35%	6	190	1	0.53%	696	187	26.87%	1,649	2.37		
	7	135	30	22.22%	8	58	7	12.07%	9	127	2	1.57%	10	43	7	16.28%	11	115	44	38.26%											
					14	134	0	0.00%																							
<b>Direct To Publisher</b>																															
<b>Internet (I)</b>																															
<b>2026</b>																															
Jan/Feb 2026	1	150	9	6.00%	2	154	6	3.90%	3	141	7	4.96%	4	139	3	2.16%	5	136	2	1.47%	6	130	3	2.31%	154	53	34.42%	1543	10.02		
	7	125	4	3.20%	8	119	5	4.20%	9	115	4	3.48%	10	104	5	4.81%	11	104	5	4.81%											
					14	126	0																								
Mar/Apr 2026	1	68	3	4.41%	2	73	1	1.37%	3	65	2	3.08%	4	70	2	2.86%	5	66	0		6	64	0		73	30	41.10%	747	10.23		
	7	63	1	1.59%	8	58	8	13.79%	9	58	2	3.45%	10	50	5	10.00%	11	48	6	12.50%											
					14	64	0																								

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# ARCHAEOLOGY

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May 2026

Year Issue	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts	
<b>Direct To Publisher</b>																														
<b>Internet (I)</b>																														
<b>2026</b>																														
May/Jun 2026	1	65	2	3.08%	2	67	3	4.48%	3	62	5	8.06%	4	63	2	3.17%	5	57	2	3.51%	6	55	5	9.09%	67	23	34.33%	631	9.42	
	7	45	0		8	44	1	2.27%	9	42	0		10	42	1	2.38%	11	41	0											
					14	48	2	4.17%																						
Jul/Aug 2026	1	67	5	7.46%	2	69	0		3	62	4	6.45%	4	64	4	6.25%	5	60	3	5.00%	6	53	1	1.89%	69	20	28.99%	583	8.45	
	7	52	1	1.92%	8	50	1	2.00%	9	51	1	1.96%																		
					14	55	0																							
Sep/Oct 2026	1	67	1	1.49%	2	66	2	3.03%	3	65	2	3.08%	4	67	2	2.99%	5	65	3	4.62%	6	60	1	1.67%	67	11	16.42%	390	5.82	
Nov/Dec 2026	1	60	6	10.00%	2	63	1	1.59%	3	53	2	3.77%													63	9	14.29%	176	2.79	
<b>2026</b>	<b>1</b>	<b>477</b>	<b>26</b>	<b>5.45%</b>	<b>2</b>	<b>492</b>	<b>13</b>	<b>2.64%</b>	<b>3</b>	<b>448</b>	<b>22</b>	<b>4.91%</b>	<b>4</b>	<b>403</b>	<b>13</b>	<b>3.23%</b>	<b>5</b>	<b>384</b>	<b>10</b>	<b>2.60%</b>	<b>6</b>	<b>362</b>	<b>10</b>	<b>2.76%</b>	<b>493</b>	<b>146</b>	<b>29.61%</b>	<b>4,070</b>	<b>8.26</b>	
	<b>7</b>	<b>285</b>	<b>6</b>	<b>2.11%</b>	<b>8</b>	<b>271</b>	<b>15</b>	<b>5.54%</b>	<b>9</b>	<b>266</b>	<b>7</b>	<b>2.63%</b>	<b>10</b>	<b>196</b>	<b>11</b>	<b>5.61%</b>	<b>11</b>	<b>193</b>	<b>11</b>	<b>5.70%</b>										
					<b>14</b>	<b>293</b>	<b>2</b>	<b>0.68%</b>																						
<b>Agents</b>																														
<b>Agents (Z)</b>																														
<b>2026</b>																														
Jan/Feb 2026	1	146	3	2.05%	2	953	17	1.78%	3	143	0		4	940	19	2.02%	5	936	0		6	909	7	0.77%	1,365	71	5.20%	8172	5.99	
	7	881	6	0.68%	8	125	0		9	856	8	0.93%	10	110	0		11	808	6	0.74%										
					14	1,365	5	0.37%																						
Mar/Apr 2026	1	78	1	1.28%	2	448	18	4.02%	3	76	0		4	434	9	2.07%	5	421	10	2.38%	6	404	6	1.49%	819	64	7.81%	3883	4.74	
	7	376	7	1.86%	8	58	0		9	369	4	1.08%	10	55	0		11	345	1	0.29%										
					14	819	8	0.98%																						
May/Jun 2026	1	77	1	1.30%	2	583	16	2.74%	3	76	0		4	573	10	1.75%	5	561	6	1.07%	6	544	3	0.55%	1,357	49	3.61%	5443	4.01	
	7	510	5	0.98%	8	55	0		9	498	0		10	59	0		11	550	3	0.55%										
					14	1,357	5	0.37%																						
Jul/Aug 2026	1	89	0		2	479	8	1.67%	3	89	0		4	477	7	1.47%	5	468	2	0.43%	6	450	5	1.11%	3,346	35	1.05%	6421	1.92	
	7	480	6	1.25%	8	75	0		9	468	0																			
					14	3,346	7	0.21%																						

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<b>Agents</b>																													
<b>Agents (Z)</b>																													
<b>2026</b>																													
Sep/Oct 2026	1	87	0		2	786	17	2.16%	3	83	0		4	853	17	1.99%	5	838	1	0.12%	6	815	0		853	35	4.10%	3462	4.06
Nov/Dec 2026	1	126	1	0.79%	2	1,017	5	0.49%	3	159	1	0.63%													1,017	7	0.69%	1302	1.28
<b>2026</b>	<b>1</b>	<b>603</b>	<b>6</b>	<b>1.00%</b>	<b>2</b>	<b>4,266</b>	<b>81</b>	<b>1.90%</b>	<b>3</b>	<b>626</b>	<b>1</b>	<b>0.16%</b>	<b>4</b>	<b>3,277</b>	<b>62</b>	<b>1.89%</b>	<b>5</b>	<b>3,224</b>	<b>19</b>	<b>0.59%</b>	<b>6</b>	<b>3,122</b>	<b>21</b>	<b>0.67%</b>	<b>8,757</b>	<b>261</b>	<b>2.98%</b>	<b>28,683</b>	<b>3.28</b>
	<b>7</b>	<b>2,247</b>	<b>24</b>	<b>1.07%</b>	<b>8</b>	<b>313</b>	<b>0</b>	<b>0.00%</b>	<b>9</b>	<b>2,191</b>	<b>12</b>	<b>0.55%</b>	<b>10</b>	<b>224</b>	<b>0</b>	<b>0.00%</b>	<b>11</b>	<b>1,703</b>	<b>10</b>	<b>0.59%</b>									
					<b>14</b>	<b>6,887</b>	<b>25</b>	<b>0.36%</b>																					
<b>Renewals</b>																													
<b>Regular Renewals (R)</b>																													
<b>2026</b>																													
Jan/Feb 2026	1	3,255	165	5.07%	2	7,394	1,605	21.71%	3	3,082	86	2.79%	4	7,155	1,563	21.84%	5	7,104	28	0.39%	6	6,206	509	8.20%	7,394	4775	64.58%	55834	7.55
	7	5,276	326	6.18%	8	2,173	73	3.36%	9	4,368	196	4.49%	10	1,368	48	3.51%	11	3,013	157	5.21%									
					<b>14</b>	<b>5,440</b>	<b>19</b>	<b>0.35%</b>																					
Mar/Apr 2026	1	2,388	155	6.49%	2	5,599	1,077	19.24%	3	2,230	48	2.15%	4	5,432	651	11.98%	5	5,232	462	8.83%	6	4,085	348	8.52%	5,599	3355	59.92%	40760	7.28
	7	3,602	207	5.75%	8	1,365	65	4.76%	9	3,150	140	4.44%	10	1,204	32	2.66%	11	2,738	166	6.06%									
					<b>14</b>	<b>3,735</b>	<b>4</b>	<b>0.11%</b>																					
May/Jun 2026	1	3,202	132	4.12%	2	7,610	1,735	22.80%	3	3,036	69	2.27%	4	7,375	1,011	13.71%	5	6,911	679	9.82%	6	5,781	525	9.08%	7,610	4913	64.56%	51491	6.77
	7	3,938	305	7.75%	8	1,489	54	3.63%	9	3,359	136	4.05%	10	1,253	39	3.11%	11	3,055	224	7.33%									
					<b>14</b>	<b>4,482</b>	<b>4</b>	<b>0.09%</b>																					
Jul/Aug 2026	1	2,318	120	5.18%	2	5,273	1,008	19.12%	3	2,177	72	3.31%	4	5,079	525	10.34%	5	4,107	401	9.76%	6	3,622	271	7.48%	5,273	2640	50.07%	32867	6.23
	7	3,045	155	5.09%	8	1,224	53	4.33%	9	2,800	28	1.00%																	
					<b>14</b>	<b>3,222</b>	<b>7</b>	<b>0.22%</b>																					
Sep/Oct 2026	1	2,890	166	5.74%	2	6,479	1,550	23.92%	3	2,530	64	2.53%	4	5,562	764	13.74%	5	4,858	166	3.42%	6	4,323	18	0.42%	6,479	2728	42.11%	26642	4.11
Nov/Dec 2026	1	2,844	156	5.49%	2	6,725	522	7.76%	3	2,640	44	1.67%													6,725	722	10.74%	12209	1.82
<b>2026</b>	<b>1</b>	<b>16,897</b>	<b>894</b>	<b>5.29%</b>	<b>2</b>	<b>39,080</b>	<b>7,497</b>	<b>19.18%</b>	<b>3</b>	<b>15,695</b>	<b>383</b>	<b>2.44%</b>	<b>4</b>	<b>30,603</b>	<b>4,514</b>	<b>14.75%</b>	<b>5</b>	<b>28,212</b>	<b>1,736</b>	<b>6.15%</b>	<b>6</b>	<b>24,017</b>	<b>1,671</b>	<b>6.96%</b>	<b>39,080</b>	<b>19,133</b>	<b>48.96%</b>	<b>219,803</b>	<b>5.62</b>
	<b>7</b>	<b>15,861</b>	<b>993</b>	<b>6.26%</b>	<b>8</b>	<b>6,251</b>	<b>245</b>	<b>3.92%</b>	<b>9</b>	<b>13,677</b>	<b>500</b>	<b>3.66%</b>	<b>10</b>	<b>3,825</b>	<b>119</b>	<b>3.11%</b>	<b>11</b>	<b>8,806</b>	<b>547</b>	<b>6.21%</b>									
					<b>14</b>	<b>16,879</b>	<b>34</b>	<b>0.20%</b>																					

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**ARCHAEOLOGY**

Renewal by Effort

May 2026

Year Issue																									Totals								
	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts				
<b>2025</b>																																	
Jan/Feb 2025	1	10,734	368	3.43%	2	12,648	2,655	20.99%	3	5,086	162	3.19%	4	12,366	1,583	12.80%	5	9,464	919	9.71%	6	8,375	762	9.10%					12,648	7,443	58.85%	88,835	7.02
	7	6,764	382	5.65%	8	2,612	72	2.76%	9	6,120	244	3.99%	10	2,191	38	1.73%	11	5,554	225	4.05%													
					14	6,921	33	0.48%																									
Mar/Apr 2025	1	5,691	261	4.59%	2	14,544	2,329	16.01%	3	5,489	127	2.31%	4	14,155	1,281	9.05%	5	10,809	832	7.70%	6	11,067	706	6.38%					14,544	6,656	45.76%	104,228	7.17
	7	9,567	531	5.55%	8	3,176	13	0.41%	9	8,889	206	2.32%	10	2,730	45	1.65%	11	7,926	269	3.39%													
					14	10,185	56	0.55%																									
May/Jun 2025	1	4,970	194	3.90%	2	11,611	2,437	20.99%	3	4,724	144	3.05%					5	10,176	1,941	19.07%	6	9,773	852	8.72%					11,611	6,590	56.76%	74,439	6.41
	7	7,659	396	5.17%	8	2,665	72	2.70%	9	6,797	268	3.94%	10	2,121	56	2.64%	11	5,780	209	3.62%													
					14	8,163	21	0.26%																									
Jul/Aug 2025	1	5,698	2	0.04%	2	13,072	2,095	16.03%	3	5,678	198	3.49%	4	12,946	1,310	10.12%	5	12,356	809	6.55%	6	9,749	567	5.82%					13,072	5,804	44.40%	96,610	7.39
	7	7,137	309	4.33%	8	2,970	15	0.51%	9	7,668	196	2.56%	10	3,164	67	2.12%	11	7,160	214	2.99%													
					14	9,012	22	0.24%																									
Sep/Oct 2025	1	5,751	241	4.19%	2	13,720	3,123	22.76%	3	5,422	161	2.97%	4	12,851	1,408	10.96%	5	9,510	944	9.93%	6	9,884	679	6.87%					13,720	7,355	53.61%	92,647	6.75
	7	7,758	243	3.13%	8	3,036	82	2.70%	9	7,050	195	2.77%	10	2,583	53	2.05%	11	6,566	210	3.20%													
					14	8,516	16	0.19%																									
Nov/Dec 2025	1	4,377	245	5.60%	2	13,339	2,748	20.60%	3	4,998	95	1.90%	4	14,229	896	6.30%	5	12,657	928	7.33%	6	12,158	107	0.88%					14,229	6,333	44.51%	113,069	7.95
	7	11,343	11	0.10%	8	3,699	123	3.33%	9	10,598	576	5.43%	10	3,178	87	2.74%	11	9,887	480	4.85%													
					14	12,606	37	0.29%																									
<b>2025</b>	1	37,221	1,311	3.52%	2	78,934	15,387	19.49%	3	31,397	887	2.83%	4	66,547	6,478	9.73%	5	64,972	6,373	9.81%	6	61,006	3,673	6.02%					79,824	40,181	50.34%	569,828	7.14
	7	50,228	1,872	3.73%	8	18,158	377	2.08%	9	47,122	1,685	3.58%	10	15,967	346	2.17%	11	42,873	1,607	3.75%													
					14	55,403	185	0.33%																									

# ARCHAEOLOGY

Renewal by Effort

May 2026

Year Issue																					Totals									
	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts	
<b>Direct To Publisher</b>																														
<b>2025</b>																														
Jan/Feb 2025	1	2,246	54	2.40%	2	2,442	333	13.64%	3	1,079	33	3.06%	4	2,375	208	8.76%	5	1,993	138	6.92%	6	1,790	124	6.93%	2,442	1104	45.21%	18899	7.74	
	7	1,509	67	4.44%	8	650	22	3.38%	9	1,416	59	4.17%	10	578	7	1.21%	11	1,335	52	3.90%										
					14	1,486	7	0.47%																						
Mar/Apr 2025	1	2,292	58	2.53%	2	6,558	799	12.18%	3	2,294	35	1.53%	4	6,460	489	7.57%	5	5,762	386	6.70%	6	5,357	271	5.06%	6,558	2570	39.19%	49551	7.56	
	7	4,691	261	5.56%	8	1,461	2	0.14%	9	4,416	120	2.72%	10	1,302	18	1.38%	11	4,008	121	3.02%										
					14	4,950	10	0.20%																						
May/Jun 2025	1	1,030	29	2.82%	2	2,689	341	12.68%	3	1,002	21	2.10%					5	2,361	287	12.16%	6	2,299	174	7.57%	2,689	1075	39.98%	17892	6.65	
	7	1,937	89	4.59%	8	656	8	1.22%	9	1,733	66	3.81%	10	568	10	1.76%	11	1,554	48	3.09%										
					14	2,063	2	0.10%																						
Jul/Aug 2025	1	1,631	2	0.12%	2	4,570	570	12.47%	3	1,645	38	2.31%	4	4,628	401	8.66%	5	4,414	264	5.98%	6	3,674	184	5.01%	4,628	1738	37.55%	33130	7.16	
	7	2,194	100	4.56%	8	548	1	0.18%	9	2,889	74	2.56%	10	873	10	1.15%	11	2,730	92	3.37%										
					14	3,334	2	0.06%																						
Sep/Oct 2025	1	1,012	24	2.37%	2	2,711	411	15.16%	3	953	20	2.10%	4	2,626	179	6.82%	5	1,380	92	6.67%	6	2,135	116	5.43%	2,711	1024	37.77%	19185	7.08	
	7	1,865	59	3.16%	8	607	7	1.15%	9	1,762	50	2.84%	10	544	9	1.65%	11	1,673	57	3.41%										
					14	1,917	0																							
Nov/Dec 2025	1	917	27	2.94%	2	4,336	509	11.74%	3	1,728	20	1.16%	4	5,944	282	4.74%	5	5,623	342	6.08%	6	5,489	44	0.80%	5,944	1749	29.42%	47376	7.97	
	7	5,271	4	0.08%	8	1,516	27	1.78%	9	5,013	257	5.13%	10	1,376	26	1.89%	11	4,780	202	4.23%										
					14	5,383	9	0.17%																						
<b>2025</b>	1	9,128	194	2.13%	2	23,306	2,963	12.71%	3	8,701	167	1.92%	4	22,033	1,559	7.08%	5	21,533	1,509	7.01%	6	20,744	913	4.40%	24,972	9,260	37.08%	186,033	7.45	
	7	17,467	580	3.32%	8	5,438	67	1.23%	9	17,229	626	3.63%	10	5,241	80	1.53%	11	16,080	572	3.56%										
					14	19,133	30	0.16%																						

# ARCHAEOLOGY

Renewal by Effort

May 2026

Year Issue	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts
<b>Agents</b>																													
<b>2025</b>																													
Jan/Feb 2025	1	311	4	1.29%	2	805	41	5.09%	3	152	2	1.32%	4	788	26	3.30%	5	733	21	2.86%	6	709	14	1.97%	948	139	14.66%	6548	6.91
	7	661	6	0.91%	8	119	1	0.84%	9	635	4	0.63%	10	104	1	0.96%	11	583	12	2.06%									
	14	948	7	0.74%																									
Mar/Apr 2025	1	182	2	1.10%	2	1,352	40	2.96%	3	186	0		4	1,335	29	2.17%	5	52	2	3.85%	6	1,259	22	1.75%	1,486	136	9.15%	9699	6.53
	7	1,235	23	1.86%	8	137	0		9	1,212	8	0.66%	10	119	0		11	1,144	8	0.70%									
	14	1,486	2	0.13%																									
May/Jun 2025	1	176	6	3.41%	2	58	10	17.24%	3	150	2	1.33%	4				5	848	55	6.49%	6	833	26	3.12%	934	132	14.13%	5395	5.78
	7	765	10	1.31%	8	109	0		9	733	10	1.36%	10	96	3	3.13%	11	693	4	0.58%									
	14	934	6	0.64%																									
Jul/Aug 2025	1	1,249	0		2	2,167	53	2.45%	3	1,228	15	1.22%	4	1,998	31	1.55%	5	1,965	20	1.02%	6	1,891	29	1.53%	2,268	192	8.47%	20257	8.93
	7	1,734	11	0.63%	8	1,070	0		9	1,817	7	0.39%	10	1,108	10	0.90%	11	1,762	13	0.74%									
	14	2,268	3	0.13%																									
Sep/Oct 2025	1	476	12	2.52%	2	1,270	39	3.07%	3	457	6	1.31%	4	1,239	18	1.45%	5	1,056	5	0.47%	6	1,178	16	1.36%	1,690	124	7.34%	11462	6.78
	7	1,139	10	0.88%	8	399	0		9	1,107	6	0.54%	10	379	0		11	1,072	5	0.47%									
	14	1,690	7	0.41%																									
Nov/Dec 2025	1	191	6	3.14%	2	1,332	14	1.05%	3	253	4	1.58%	4	1,424	10	0.70%	5	1,383	19	1.37%	6	1,368	1	0.07%	2,378	76	3.20%	12678	5.33
	7	1,337	1	0.07%	8	226	3	1.33%	9	1,314	4	0.30%	10	205	2	0.98%	11	1,267	8	0.63%									
	14	2,378	4	0.17%																									
<b>2025</b>	1	<b>2,585</b>	<b>30</b>	<b>1.16%</b>	2	<b>6,984</b>	<b>197</b>	<b>2.82%</b>	3	<b>2,426</b>	<b>29</b>	<b>1.20%</b>	4	<b>6,784</b>	<b>114</b>	<b>1.68%</b>	5	<b>6,037</b>	<b>122</b>	<b>2.02%</b>	6	<b>7,238</b>	<b>108</b>	<b>1.49%</b>	<b>9,704</b>	<b>799</b>	<b>8.23%</b>	<b>66,039</b>	<b>6.81</b>
	7	<b>6,871</b>	<b>61</b>	<b>0.89%</b>	8	<b>2,060</b>	<b>4</b>	<b>0.19%</b>	9	<b>6,818</b>	<b>39</b>	<b>0.57%</b>	10	<b>2,011</b>	<b>16</b>	<b>0.80%</b>	11	<b>6,521</b>	<b>50</b>	<b>0.77%</b>									
	14	<b>9,704</b>	<b>29</b>	<b>0.30%</b>																									

# ARCHAEOLOGY

Renewal by Effort

May 2026

Year Issue	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts
<b>Renewals</b>																													
<b>2025</b>																													
Jan/Feb 2025	1	8,177	310	3.79%	2	9,401	2,281	24.26%	3	3,855	127	3.29%	4	9,203	1,349	14.66%	5	6,738	760	11.28%	6	5,876	624	10.62%	9,401	6200	65.95%	63388	6.74
	7	4,594	309	6.73%	8	1,843	49	2.66%	9	4,069	181	4.45%	10	1,509	30	1.99%	11	3,636	161	4.43%									
	14	4,487	19	0.42%																									
Mar/Apr 2025	1	3,217	201	6.25%	2	6,634	1,490	22.46%	3	3,009	92	3.06%	4	6,360	763	12.00%	5	4,995	444	8.89%	6	4,451	413	9.28%	6,634	3950	59.54%	44978	6.78
	7	3,641	247	6.78%	8	1,578	11	0.70%	9	3,261	78	2.39%	10	1,309	27	2.06%	11	2,774	140	5.05%									
	14	3,749	44	1.17%																									
May/Jun 2025	1	3,764	159	4.22%	2	8,864	2,086	23.53%	3	3,572	121	3.39%	4	6,360	763	12.00%	5	6,967	1,599	22.95%	6	6,641	652	9.82%	8,864	5383	60.73%	51152	5.77
	7	4,957	297	5.99%	8	1,900	64	3.37%	9	4,331	192	4.43%	10	1,457	43	2.95%	11	3,533	157	4.44%									
	14	5,166	13	0.25%																									
Jul/Aug 2025	1	2,818	0		2	6,335	1,472	23.24%	3	2,805	145	5.17%	4	6,320	878	13.89%	5	5,977	525	8.78%	6	4,184	354	8.46%	6,335	3874	61.15%	43223	6.82
	7	3,209	198	6.17%	8	1,352	14	1.04%	9	2,962	115	3.88%	10	1,183	47	3.97%	11	2,668	109	4.09%									
	14	3,410	17	0.50%																									
Sep/Oct 2025	1	4,263	205	4.81%	2	9,739	2,673	27.45%	3	4,012	135	3.36%	4	8,986	1,211	13.48%	5	7,074	847	11.97%	6	6,571	547	8.32%	9,739	6207	63.73%	62000	6.37
	7	4,754	174	3.66%	8	2,030	75	3.69%	9	4,181	139	3.32%	10	1,660	44	2.65%	11	3,821	148	3.87%									
	14	4,909	9	0.18%																									
Nov/Dec 2025	1	3,269	212	6.49%	2	7,671	2,225	29.01%	3	3,017	71	2.35%	4	6,861	604	8.80%	5	5,651	567	10.03%	6	5,301	62	1.17%	7,671	4508	58.77%	53015	6.91
	7	4,735	6	0.13%	8	1,957	93	4.75%	9	4,271	315	7.38%	10	1,597	59	3.69%	11	3,840	270	7.03%									
	14	4,845	24	0.50%																									
<b>2025</b>	1	<b>25,508</b>	<b>1,087</b>	<b>4.26%</b>	2	<b>48,644</b>	<b>12,227</b>	<b>25.14%</b>	3	<b>20,270</b>	<b>691</b>	<b>3.41%</b>	4	<b>37,730</b>	<b>4,805</b>	<b>12.74%</b>	5	<b>37,402</b>	<b>4,742</b>	<b>12.68%</b>	6	<b>33,024</b>	<b>2,652</b>	<b>8.03%</b>	<b>48,644</b>	<b>30,122</b>	<b>61.92%</b>	<b>317,756</b>	<b>6.53</b>
	7	<b>25,890</b>	<b>1,231</b>	<b>4.75%</b>	8	<b>10,660</b>	<b>306</b>	<b>2.87%</b>	9	<b>23,075</b>	<b>1,020</b>	<b>4.42%</b>	10	<b>8,715</b>	<b>250</b>	<b>2.87%</b>	11	<b>20,272</b>	<b>985</b>	<b>4.86%</b>									
	14	<b>26,566</b>	<b>126</b>	<b>0.47%</b>																									

**ARCHAEOLOGY**

Renewal by Effort

May 2026

																								Totals										
Year Issue	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts					
<b>Direct To Publisher</b>																																		
<b>Unknown (0)</b>																																		
<b>2025</b>																																		
Jan/Feb 2025	1	42	0		2	57	0		3	19	0		4	50	0		5	36	0		6	26	0		57	0	0.00%	300	5.26					
	7	16	0		8	7	0		9	14	0		10	5	0		11	10	0															
					14	18	0																											
Mar/Apr 2025	1	14	0		2	58	0		3	80	0		4	50	0		5	29	0		6	30	0		80	0	0.00%	332	4.15					
	7	21	0		8	4	0		9	13	0		10	3	0		11	8	0															
					14	22	0																											
May/Jun 2025	1	12	0		2	24	0		3	14	0						5	18	0		6	18	0		24	0	0.00%	128	5.33					
	7	13	0		8	1	0		9	10	0						11	5	0															
					14	13	0																											
Jul/Aug 2025	1	13	0		2	47	0		3	11	0		4	38	0		5	29	0		6	18	0		47	0	0.00%	210	4.47					
	7	11	0		8	3	0		9	12	0		10	4	0		11	8	0															
					14	16	0																											
Sep/Oct 2025	1	7	0		2	21	0		3	7	0		4	17	0		5	10	0		6	10	0		21	0	0.00%	104	4.95					
	7	6	0		8	3	0		9	6	0		10	3	0		11	6	0															
					14	8	0																											
Nov/Dec 2025	1	8	0		2	37	0		3	9	0		4	25	0		5	19	0		6	17	0		37	0	0.00%	178	4.81					
	7	15	0		8	8	0		9	11	0		10	5	0		11	8	0															
					14	16	0																											
<b>2025</b>	1	<b>96</b>	<b>0</b>	<b>0.00%</b>	2	<b>244</b>	<b>0</b>	<b>0.00%</b>	3	<b>140</b>	<b>0</b>	<b>0.00%</b>	4	<b>180</b>	<b>0</b>	<b>0.00%</b>	5	<b>141</b>	<b>0</b>	<b>0.00%</b>	6	<b>119</b>	<b>0</b>	<b>0.00%</b>	<b>266</b>	<b>0</b>	<b>0.00%</b>	<b>1,252</b>	<b>4.71</b>					
	7	<b>82</b>	<b>0</b>	<b>0.00%</b>	8	<b>26</b>	<b>0</b>	<b>0.00%</b>	9	<b>66</b>	<b>0</b>	<b>0.00%</b>	10	<b>20</b>	<b>0</b>	<b>0.00%</b>	11	<b>45</b>	<b>0</b>	<b>0.00%</b>														
					14	<b>93</b>	<b>0</b>	<b>0.00%</b>																										

# ARCHAEOLOGY

Renewal by Effort

May 2026

Year Issue	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts
<b>Direct To Publisher</b>																													
<b>DIRECT MAIL (2)</b>																													
<b>2025</b>																													
Jan/Feb 2025	1	463	4	0.86%	2	812	72	8.87%	3	225	3	1.33%	4	799	56	7.01%	5	741	58	7.83%	6	686	45	6.56%	812	320	39.41%	6254	7.70
	7	591	35	5.92%	8	141	1	0.71%	9	561	25	4.46%	10	129	0		11	525	21	4.00%									
	14	581	0																										
Mar/Apr 2025	1	1,228	11	0.90%	2	5,079	598	11.77%	3	1,221	9	0.74%	4	5,038	381	7.56%	5	4,525	319	7.05%	6	4,218	215	5.10%	5,079	1961	38.61%	37640	7.41
	7	3,813	217	5.69%	8	905	0		9	3,612	112	3.10%	10	818	5	0.61%	11	3,303	90	2.72%									
	14	3,880	4	0.10%																									
May/Jun 2025	1	467	8	1.71%	2	1,706	188	11.02%	3	458	5	1.09%	4				5	1,539	179	11.63%	6	1,504	116	7.71%	1,706	649	38.04%	11448	6.71
	7	1,338	64	4.78%	8	354	3	0.85%	9	1,255	53	4.22%	10	317	1	0.32%	11	1,129	30	2.66%									
	14	1,381	2	0.14%																									
Jul/Aug 2025	1	910	0		2	3,418	430	12.58%	3	939	2	0.21%	4	3,493	294	8.42%	5	3,428	223	6.51%	6	2,912	158	5.43%	3,493	1344	38.48%	25500	7.30
	7	1,907	90	4.72%	8	401	0		9	2,462	65	2.64%	10	656	4	0.61%	11	2,338	78	3.34%									
	14	2,636	0																										
Sep/Oct 2025	1	561	5	0.89%	2	1,980	282	14.24%	3	556	7	1.26%	4	1,962	138	7.03%	5	1,223	84	6.87%	6	1,704	90	5.28%	1,980	750	37.88%	14566	7.36
	7	1,491	46	3.09%	8	423	3	0.71%	9	1,419	41	2.89%	10	379	5	1.32%	11	1,344	49	3.65%									
	14	1,524	0																										
Nov/Dec 2025	1	643	13	2.02%	2	3,762	453	12.04%	3	1,247	8	0.64%	4	5,004	218	4.36%	5	4,743	276	5.82%	6	4,640	39	0.84%	5,004	1428	28.54%	39660	7.93
	7	4,481	0		8	1,121	9	0.80%	9	4,295	225	5.24%	10	1,035	9	0.87%	11	4,125	174	4.22%									
	14	4,564	4	0.09%																									
<b>2025</b>	1	<b>4,272</b>	<b>41</b>	<b>0.96%</b>	2	<b>16,757</b>	<b>2,023</b>	<b>12.07%</b>	3	<b>4,646</b>	<b>34</b>	<b>0.73%</b>	4	<b>16,296</b>	<b>1,087</b>	<b>6.67%</b>	5	<b>16,199</b>	<b>1,139</b>	<b>7.03%</b>	6	<b>15,664</b>	<b>663</b>	<b>4.23%</b>	<b>18,074</b>	<b>6,452</b>	<b>35.70%</b>	<b>135,068</b>	<b>7.47</b>
	7	<b>13,621</b>	<b>452</b>	<b>3.32%</b>	8	<b>3,345</b>	<b>16</b>	<b>0.48%</b>	9	<b>13,604</b>	<b>521</b>	<b>3.83%</b>	10	<b>3,334</b>	<b>24</b>	<b>0.72%</b>	11	<b>12,764</b>	<b>442</b>	<b>3.46%</b>									
	14	<b>14,566</b>	<b>10</b>	<b>0.07%</b>																									
<b>Direct To Publisher</b>																													
<b>Insert Cards (6)</b>																													
<b>2025</b>																													
Jan/Feb 2025	1	301	5	1.66%	2	478	95	19.87%	3	147	2	1.36%	4	473	50	10.57%	5	379	23	6.07%	6	340	24	7.06%	478	238	49.79%	3389	7.09
	7	286	14	4.90%	8	92	2	2.17%	9	274	13	4.74%	10	82	1	1.22%	11	256	9	3.52%									
	14	281	0																										

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# ARCHAEOLOGY

Renewal by Effort

May 2026

Year Issue	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts					
<b>Direct To Publisher</b>																																		
<b>Insert Cards (6)</b>																																		
<b>2025</b>																																		
Mar/Apr 2025	1	92	2	2.17%	2	260	52	20.00%	3	95	1	1.05%	4	254	26	10.24%	5	222	19	8.56%	6	203	20	9.85%	260	139	53.46%	1850	7.12					
	7	169	13	7.69%	8	55	0		9	153	4	2.61%	10	42	0		11	128	2	1.56%														
					14	177	0																											
May/Jun 2025	1	83	2	2.41%	2	230	41	17.83%	3	80	1	1.25%					5	193	28	14.51%	6	186	23	12.37%	230	107	46.52%	1425	6.20					
	7	153	5	3.27%	8	50	0		9	131	2	1.53%	10	41	0		11	121	5	4.13%														
					14	157	0																											
Jul/Aug 2025	1	100	0		2	318	52	16.35%	3	99	4	4.04%	4	319	44	13.79%	5	309	19	6.15%	6	230	10	4.35%	319	145	45.45%	2178	6.83					
	7	155	8	5.16%	8	38	0		9	180	3	1.67%	10	51	0		11	175	5	2.86%														
					14	204	0																											
Sep/Oct 2025	1	77	2	2.60%	2	192	45	23.44%	3	74	0		4	181	13	7.18%	5	58	4	6.90%	6	143	10	6.99%	192	88	45.83%	1281	6.67					
	7	120	6	5.00%	8	44	1	2.27%	9	110	2	1.82%	10	43	1	2.33%	11	115	4	3.48%														
					14	124	0																											
Nov/Dec 2025	1	61	2	3.28%	2	302	44	14.57%	3	110	1	0.91%	4	389	22	5.66%	5	360	29	8.06%	6	345	3	0.87%	389	124	31.88%	2980	7.66					
	7	323	0		8	83	2	2.41%	9	305	14	4.59%	10	79	2	2.53%	11	291	5	1.72%														
					14	332	0																											
<b>2025</b>	1	<b>714</b>	<b>13</b>	<b>1.82%</b>	2	<b>1,780</b>	<b>329</b>	<b>18.48%</b>	3	<b>605</b>	<b>9</b>	<b>1.49%</b>	4	<b>1,616</b>	<b>155</b>	<b>9.59%</b>	5	<b>1,521</b>	<b>122</b>	<b>8.02%</b>	6	<b>1,447</b>	<b>90</b>	<b>6.22%</b>	<b>1,868</b>	<b>841</b>	<b>45.02%</b>	<b>13,103</b>	<b>7.01</b>					
	7	<b>1,206</b>	<b>46</b>	<b>3.81%</b>	8	<b>362</b>	<b>5</b>	<b>1.38%</b>	9	<b>1,153</b>	<b>38</b>	<b>3.30%</b>	10	<b>338</b>	<b>4</b>	<b>1.18%</b>	11	<b>1,086</b>	<b>30</b>	<b>2.76%</b>														
					14	<b>1,275</b>	<b>0</b>	<b>0.00%</b>																										
<b>Direct To Publisher</b>																																		
<b>Christmas Gifts (7)</b>																																		
<b>2025</b>																																		
Jan/Feb 2025	1	358	7	1.96%	2	420	133	31.67%	3	174	5	2.87%	4	415	59	14.22%	5	280	29	10.36%	6	224	28	12.50%	420	287	68.33%	2650	6.31					
	7	175	10	5.71%	8	75	1	1.33%	9	154	11	7.14%	10	65	0		11	141	4	2.84%														
					14	169	0																											
Mar/Apr 2025	1	107	6	5.61%	2	222	77	34.68%	3	100	0		4	209	26	12.44%	5	147	20	13.61%	6	129	8	6.20%	222	143	64.41%	1353	6.09					
	7	98	3	3.06%	8	35	0		9	88	0		10	32	0		11	82	2	2.44%														
					14	104	1	0.96%																										

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# ARCHAEOLOGY

Renewal by Effort

May 2026

Year Issue	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts					
<b>Direct To Publisher</b>																																		
<b>Christmas Gifts (7)</b>																																		
<b>2025</b>																																		
May/Jun 2025	1	105	6	5.71%	2	255	82	32.16%	3	97	4	4.12%					5	168	36	21.43%	6	160	15	9.38%	255	158	61.96%	1328	5.21					
	7	126	6	4.76%	8	49	0		9	104	3	2.88%	10	39	0		11	93	6	6.45%														
					14	132	0																											
Jul/Aug 2025	1	94	0		2	170	37	21.76%	3	94	8	8.51%	4	170	19	11.18%	5	155	9	5.81%	6	110	5	4.55%	170	87	51.18%	1182	6.95					
	7	32	0		8	28	0		9	92	2	2.17%	10	53	2	3.77%	11	85	4	4.71%														
					14	99	1	1.01%																										
Sep/Oct 2025	1	74	1	1.35%	2	194	64	32.99%	3	72	1	1.39%	4	172	18	10.47%	5	16	1	6.25%	6	131	11	8.40%	194	107	55.15%	1164	6.00					
	7	112	4	3.57%	8	42	0		9	102	4	3.92%	10	37	0		11	97	3	3.09%														
					14	115	0																											
Nov/Dec 2025	1	9	0		2	16	4	25.00%	3	86	2	2.33%	4	182	28	15.38%	5	176	25	14.20%	6	166	1	0.60%	182	84	46.15%	1296	7.12					
	7	147	0		8	69	4	5.80%	9	128	10	7.81%	10	54	1	1.85%	11	113	8	7.08%														
					14	150	1	0.67%																										
<b>2025</b>	<b>1</b>	<b>747</b>	<b>20</b>	<b>2.68%</b>	<b>2</b>	<b>1,277</b>	<b>397</b>	<b>31.09%</b>	<b>3</b>	<b>623</b>	<b>20</b>	<b>3.21%</b>	<b>4</b>	<b>1,148</b>	<b>150</b>	<b>13.07%</b>	<b>5</b>	<b>942</b>	<b>120</b>	<b>12.74%</b>	<b>6</b>	<b>920</b>	<b>68</b>	<b>7.39%</b>	<b>1,443</b>	<b>866</b>	<b>60.01%</b>	<b>8,973</b>	<b>6.22</b>					
	<b>7</b>	<b>690</b>	<b>23</b>	<b>3.33%</b>	<b>8</b>	<b>298</b>	<b>5</b>	<b>1.68%</b>	<b>9</b>	<b>668</b>	<b>30</b>	<b>4.49%</b>	<b>10</b>	<b>280</b>	<b>3</b>	<b>1.07%</b>	<b>11</b>	<b>611</b>	<b>27</b>	<b>4.42%</b>														
					<b>14</b>	<b>769</b>	<b>3</b>	<b>0.39%</b>																										
<b>Direct To Publisher</b>																																		
<b>White &amp; Misc (8)</b>																																		
<b>2025</b>																																		
Jan/Feb 2025	1	302	7	2.32%	2	276	20	7.25%	3	142	8	5.63%	4	267	19	7.12%	5	220	9	4.09%	6	202	15	7.43%	302	100	33.11%	2155	7.14					
	7	166	3	1.81%	8	75	7	9.33%	9	149	4	2.68%	10	57	0		11	134	6	4.48%														
					14	165	2	1.21%																										
Mar/Apr 2025	1	120	9	7.50%	2	211	35	16.59%	3	104	1	0.96%	4	199	14	7.04%	5	163	9	5.52%	6	148	8	5.41%	211	92	43.60%	1521	7.21					
	7	123	6	4.88%	8	61	1	1.64%	9	111	2	1.80%	10	49	1	2.04%	11	97	6	6.19%														
					14	135	0																											
May/Jun 2025	1	93	1	1.08%	2	159	12	7.55%	3	87	5	5.75%					5	132	12	9.09%	6	125	8	6.40%	159	43	27.04%	1032	6.49					
	7	96	1	1.04%	8	51	0		9	79	1	1.27%	10	38	1	2.63%	11	70	2	2.86%														
					14	102	0																											

# ARCHAEOLOGY

Renewal by Effort

May 2026

Year Issue	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts
<b>Direct To Publisher</b>																													
<b>White &amp; Misc (8)</b>																													
<b>2025</b>																													
Jul/Aug 2025	1	96	0		2	148	24	16.22%	3	93	2	2.15%	4	144	11	7.64%	5	131	3	2.29%	6	93	2	2.15%	148	47	31.76%	992	6.70
	7	31	0		8	22	0		9	66	1	1.52%	10	38	3	7.89%	11	54	1	1.85%									
					14	76	0																						
Sep/Oct 2025	1	84	4	4.76%	2	136	11	8.09%	3	78	3	3.85%	4	124	5	4.03%	5	39	2	5.13%	6	90	2	2.22%	136	33	24.26%	948	6.97
	7	81	1	1.23%	8	48	2	4.17%	9	75	2	2.67%	10	41	1	2.44%	11	66	0										
					14	86	0																						
Nov/Dec 2025	1	35	0		2	57	5	8.77%	3	86	2	2.33%	4	148	10	6.76%	5	139	9	6.47%	6	136	0		148	38	25.68%	1171	7.91
	7	125	0		8	66	3	4.55%	9	108	5	4.63%	10	49	1	2.04%	11	89	2	2.25%									
					14	133	1	0.75%																					
<b>2025</b>	<b>1</b>	<b>730</b>	<b>21</b>	<b>2.88%</b>	<b>2</b>	<b>987</b>	<b>107</b>	<b>10.84%</b>	<b>3</b>	<b>590</b>	<b>21</b>	<b>3.56%</b>	<b>4</b>	<b>882</b>	<b>59</b>	<b>6.69%</b>	<b>5</b>	<b>824</b>	<b>44</b>	<b>5.34%</b>	<b>6</b>	<b>794</b>	<b>35</b>	<b>4.41%</b>	<b>1,104</b>	<b>353</b>	<b>31.97%</b>	<b>7,819</b>	<b>7.08</b>
	<b>7</b>	<b>622</b>	<b>11</b>	<b>1.77%</b>	<b>8</b>	<b>323</b>	<b>13</b>	<b>4.02%</b>	<b>9</b>	<b>588</b>	<b>15</b>	<b>2.55%</b>	<b>10</b>	<b>272</b>	<b>7</b>	<b>2.57%</b>	<b>11</b>	<b>510</b>	<b>17</b>	<b>3.33%</b>									
					<b>14</b>	<b>697</b>	<b>3</b>	<b>0.43%</b>																					
<b>Direct To Publisher</b>																													
<b>Misc (9)</b>																													
<b>2025</b>																													
Jan/Feb 2025	1	25	2	8.00%	2	11	0		3	11	0		4	11	0		5	11	1	9.09%	6	10	0		25	3	12.00%	79	3.16
Mar/Apr 2025	1	24	2	8.33%	2	23	0		3	20	0		4	23	0		5	23	0		6	21	0		24	2	8.33%	160	6.67
	7	2	0						9	2	0						11	2	0										
					14	20	0																						
May/Jun 2025	1	19	0		2	19	0		3	17	0						5	18	0		6	18	0		19	0	0.00%	114	6.00
	7	2	0						9	2	0						11	2	0										
					14	17	0																						
Jul/Aug 2025	1	19	0		2	19	1	5.26%	3	18	0		4	19	0		5	18	1	5.56%	6	14	0		19	2	10.53%	122	6.42
					14	15	0																						
Sep/Oct 2025	1	18	1	5.56%	2	13	0		3	17	1	5.88%	4	13	0										18	2	11.11%	61	3.39

# ARCHAEOLOGY

Renewal by Effort

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Year Issue	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts
<b>Direct To Publisher</b>																													
<b>Misc (9)</b>																													
2025	1	105	5	4.76%	2	85	1	1.18%	3	83	1	1.20%	4	66	0	0.00%	5	70	2	2.86%	6	63	0	0.00%	105	9	8.57%	536	5.10
	7	4	0	0.00%					9	4	0	0.00%					11	4	0	0.00%									
					14	52	0	0.00%																					
<b>Direct To Publisher</b>																													
<b>Comps (C)</b>																													
<b>2025</b>																													
Jan/Feb 2025					2	1	0						4	1	0		5	1	0		6	1	0		1	0	0.00%	8	8.00
	7	1	0						9	1	0						11	1	0										
					14	1	0																						
2025					2	1	0	0.00%					4	1	0	0.00%	5	1	0	0.00%	6	1	0	0.00%	1	0	0.00%	8	8.00
	7	1	0	0.00%					9	1	0	0.00%					11	1	0	0.00%									
					14	1	0	0.00%																					
<b>Direct To Publisher</b>																													
<b>Gifts (F)</b>																													
<b>2025</b>																													
Jan/Feb 2025	1	2	0		2	1	0		3	1	0		4	1	0		5	1	0		6	1	0		2	0	0.00%	13	6.50
	7	1	0		8	1	0		9	1	0		10	1	0		11	1	0										
					14	1	0																						
Mar/Apr 2025	1	6	0		2	6	0		3	6	0		4	6	2	33.33%	5	5	0		6	5	0		6	3	50.00%	58	9.67
	7	4	0		8	4	0		9	4	0		10	4	0		11	4	1	25.00%									
					14	4	0																						
Jul/Aug 2025	1	2	0		2	2	0		3	2	0		4	2	1	50.00%	5	2	0		6	1	0		2	1	50.00%	17	8.50
	7	1	0		8	1	0		9	1	0		10	1	0		11	1	0										
					14	1	0																						
Sep/Oct 2025	1	1	0		2	1	0		3	1	0		4	1	0						6	1	0		1	0	0.00%	11	11.00
	7	1	0		8	1	0		9	1	0		10	1	0		11	1	0										
					14	1	0																						

# ARCHAEOLOGY

Renewal by Effort

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Year Issue	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	Effort	Mail Qty	Response	Response %	First Selected Mail Qty	Total Response	Response %	Total Mail Qty	Avg # Of Efforts
<b>Direct To Publisher</b>																													
<b>Gifts (F)</b>																													
<b>2025</b>																													
Nov/Dec 2025	1	2	0		2	2	0		3	2	0		4	2	0		5	2	0		6	2	0		2	0	0.00%	24	12.00
	7	2	0		8	2	0		9	2	0		10	2	0		11	2	0										
					14	2	0																						
<b>2025</b>	<b>1</b>	<b>13</b>	<b>0</b>	<b>0.00%</b>	<b>2</b>	<b>12</b>	<b>0</b>	<b>0.00%</b>	<b>3</b>	<b>12</b>	<b>0</b>	<b>0.00%</b>	<b>4</b>	<b>12</b>	<b>3</b>	<b>25.00%</b>	<b>5</b>	<b>10</b>	<b>0</b>	<b>0.00%</b>	<b>6</b>	<b>10</b>	<b>0</b>	<b>0.00%</b>	<b>13</b>	<b>4</b>	<b>30.77%</b>	<b>123</b>	<b>9.46</b>
	7	9	0	0.00%	8	9	0	0.00%	9	9	0	0.00%	10	9	0	0.00%	11	9	1	11.11%									
					14	9	0	0.00%																					
<b>Direct To Publisher</b>																													
<b>Cold Donor (G)</b>																													
<b>2025</b>																													
Jan/Feb 2025					8	1	0		9	14	1	7.14%	10	7	0		11	29	2	6.90%					29	3	10.34%	52	1.79
					14	1	0																						
Mar/Apr 2025																	5	26	2	7.69%	6	32	0		59	11	18.64%	301	5.10
	7	59	6	10.17%	8	20	0		9	54	2	3.70%	10	14	0		11	37	0										
					14	59	1	1.69%																					
May/Jun 2025	1	3	0		2	36	9	25.00%	3	13	0						5	72	21	29.17%	6	70	6	8.57%	72	42	58.33%	290	4.03
	7	46	6	13.04%																									
					14	50	0																						
Jul/Aug 2025	1	28	0		2	74	16	21.62%	3	28	0		4	73	19	26.03%	5	1	0						74	35	47.30%	204	2.76
Sep/Oct 2025	1	25	1	4.00%																					25	1	4.00%	25	1.00
<b>2025</b>	<b>1</b>	<b>56</b>	<b>1</b>	<b>1.79%</b>	<b>2</b>	<b>110</b>	<b>25</b>	<b>22.73%</b>	<b>3</b>	<b>41</b>	<b>0</b>	<b>0.00%</b>	<b>4</b>	<b>73</b>	<b>19</b>	<b>26.03%</b>	<b>5</b>	<b>99</b>	<b>23</b>	<b>23.23%</b>	<b>6</b>	<b>102</b>	<b>6</b>	<b>5.88%</b>	<b>259</b>	<b>92</b>	<b>35.52%</b>	<b>872</b>	<b>3.37</b>
	7	105	12	11.43%	8	21	0	0.00%	9	68	3	4.41%	10	21	0	0.00%	11	66	2	3.03%									
					14	110	1	0.91%																					
<b>Direct To Publisher</b>																													
<b>Internet (I)</b>																													
<b>2025</b>																													
Jan/Feb 2025	1	753	29	3.85%	2	386	13	3.37%	3	360	15	4.17%	4	358	24	6.70%	5	324	18	5.56%	6	300	12	4.00%	753	153	20.32%	3999	5.31
	7	273	5	1.83%	8	258	11	4.26%	9	248	5	2.02%	10	232	6	2.59%	11	238	10	4.20%									
					14	269	5	1.86%																					

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<b>Direct To Publisher</b>																													
<b>Internet (I)</b>																													
<b>2025</b>																													
Mar/Apr 2025	1	701	28	3.99%	2	699	37	5.29%	3	668	24	3.59%	4	681	40	5.87%	5	622	17	2.73%	6	571	20	3.50%	701	219	31.24%	6336	9.04
	7	402	16	3.98%	8	377	1	0.27%	9	379	0		10	340	12	3.53%	11	347	20	5.76%									
					14	549	4	0.73%																					
May/Jun 2025	1	248	12	4.84%	2	260	9	3.46%	3	236	6	2.54%					5	221	11	4.98%	6	218	6	2.75%	260	76	29.23%	2127	8.18
	7	163	7	4.29%	8	151	5	3.31%	9	152	7	4.61%	10	133	8	6.02%	11	134	5	3.73%									
					14	211	0																						
Jul/Aug 2025	1	369	2	0.54%	2	374	10	2.67%	3	361	22	6.09%	4	370	13	3.51%	5	341	9	2.64%	6	296	9	3.04%	374	77	20.59%	2725	7.29
	7	57	2	3.51%	8	55	1	1.82%	9	76	3	3.95%	10	70	1	1.43%	11	69	4	5.80%									
					14	287	1	0.35%																					
Sep/Oct 2025	1	165	10	6.06%	2	174	9	5.17%	3	148	8	5.41%	4	156	5	3.21%	5	34	1	2.94%	6	56	3	5.36%	174	43	24.71%	1025	5.89
	7	54	2	3.70%	8	46	1	2.17%	9	49	1	2.04%	10	40	2	5.00%	11	44	1	2.27%									
					14	59	0																						
Nov/Dec 2025	1	159	12	7.55%	2	160	3	1.88%	3	188	7	3.72%	4	194	4	2.06%	5	184	3	1.63%	6	183	1	0.55%	194	75	38.66%	2067	10.65
	7	178	4	2.25%	8	167	9	5.39%	9	164	3	1.83%	10	152	13	8.55%	11	152	13	8.55%									
					14	186	3	1.61%																					
<b>2025</b>	1	<b>2,395</b>	<b>93</b>	<b>3.88%</b>	2	<b>2,053</b>	<b>81</b>	<b>3.95%</b>	3	<b>1,961</b>	<b>82</b>	<b>4.18%</b>	4	<b>1,759</b>	<b>86</b>	<b>4.89%</b>	5	<b>1,726</b>	<b>59</b>	<b>3.42%</b>	6	<b>1,624</b>	<b>51</b>	<b>3.14%</b>	<b>2,456</b>	<b>643</b>	<b>26.18%</b>	<b>18,279</b>	<b>7.44</b>
	7	<b>1,127</b>	<b>36</b>	<b>3.19%</b>	8	<b>1,054</b>	<b>28</b>	<b>2.66%</b>	9	<b>1,068</b>	<b>19</b>	<b>1.78%</b>	10	<b>967</b>	<b>42</b>	<b>4.34%</b>	11	<b>984</b>	<b>53</b>	<b>5.39%</b>									
					14	<b>1,561</b>	<b>13</b>	<b>0.83%</b>																					
<b>Agents</b>																													
<b>Agents (Z)</b>																													
<b>2025</b>																													
Jan/Feb 2025	1	311	4	1.29%	2	805	41	5.09%	3	152	2	1.32%	4	788	26	3.30%	5	733	21	2.86%	6	709	14	1.97%	948	139	14.66%	6548	6.91
	7	661	6	0.91%	8	119	1	0.84%	9	635	4	0.63%	10	104	1	0.96%	11	583	12	2.06%									
					14	948	7	0.74%																					
Mar/Apr 2025	1	182	2	1.10%	2	1,352	40	2.96%	3	186	0		4	1,335	29	2.17%	5	52	2	3.85%	6	1,259	22	1.75%	1,486	136	9.15%	9699	6.53
	7	1,235	23	1.86%	8	137	0		9	1,212	8	0.66%	10	119	0		11	1,144	8	0.70%									
					14	1,486	2	0.13%																					

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<b>Agents</b>																													
<b>Agents (Z)</b>																													
<b>2025</b>																													
May/Jun 2025	1	176	6	3.41%	2	58	10	17.24%	3	150	2	1.33%					5	848	55	6.49%	6	833	26	3.12%	934	132	14.13%	5395	5.78
	7	765	10	1.31%	8	109	0		9	733	10	1.36%	10	96	3	3.13%	11	693	4	0.58%									
					14	934	6	0.64%																					
Jul/Aug 2025	1	1,249	0		2	2,167	53	2.45%	3	1,228	15	1.22%	4	1,998	31	1.55%	5	1,965	20	1.02%	6	1,891	29	1.53%	2,268	192	8.47%	20257	8.93
	7	1,734	11	0.63%	8	1,070	0		9	1,817	7	0.39%	10	1,108	10	0.90%	11	1,762	13	0.74%									
					14	2,268	3	0.13%																					
Sep/Oct 2025	1	476	12	2.52%	2	1,270	39	3.07%	3	457	6	1.31%	4	1,239	18	1.45%	5	1,056	5	0.47%	6	1,178	16	1.36%	1,690	124	7.34%	11462	6.78
	7	1,139	10	0.88%	8	399	0		9	1,107	6	0.54%	10	379	0		11	1,072	5	0.47%									
					14	1,690	7	0.41%																					
Nov/Dec 2025	1	191	6	3.14%	2	1,332	14	1.05%	3	253	4	1.58%	4	1,424	10	0.70%	5	1,383	19	1.37%	6	1,368	1	0.07%	2,378	76	3.20%	12678	5.33
	7	1,337	1	0.07%	8	226	3	1.33%	9	1,314	4	0.30%	10	205	2	0.98%	11	1,267	8	0.63%									
					14	2,378	4	0.17%																					
<b>2025</b>	<b>1</b>	<b>2,585</b>	<b>30</b>	<b>1.16%</b>	<b>2</b>	<b>6,984</b>	<b>197</b>	<b>2.82%</b>	<b>3</b>	<b>2,426</b>	<b>29</b>	<b>1.20%</b>	<b>4</b>	<b>6,784</b>	<b>114</b>	<b>1.68%</b>	<b>5</b>	<b>6,037</b>	<b>122</b>	<b>2.02%</b>	<b>6</b>	<b>7,238</b>	<b>108</b>	<b>1.49%</b>	<b>9,704</b>	<b>799</b>	<b>8.23%</b>	<b>66,039</b>	<b>6.81</b>
	<b>7</b>	<b>6,871</b>	<b>61</b>	<b>0.89%</b>	<b>8</b>	<b>2,060</b>	<b>4</b>	<b>0.19%</b>	<b>9</b>	<b>6,818</b>	<b>39</b>	<b>0.57%</b>	<b>10</b>	<b>2,011</b>	<b>16</b>	<b>0.80%</b>	<b>11</b>	<b>6,521</b>	<b>50</b>	<b>0.77%</b>									
					<b>14</b>	<b>9,704</b>	<b>29</b>	<b>0.30%</b>																					
<b>Renewals</b>																													
<b>Regular Renewals (R)</b>																													
<b>2025</b>																													
Jan/Feb 2025	1	8,177	310	3.79%	2	9,401	2,281	24.26%	3	3,855	127	3.29%	4	9,203	1,349	14.66%	5	6,738	760	11.28%	6	5,876	624	10.62%	9,401	6200	65.95%	63388	6.74
	7	4,594	309	6.73%	8	1,843	49	2.66%	9	4,069	181	4.45%	10	1,509	30	1.99%	11	3,636	161	4.43%									
					14	4,487	19	0.42%																					
Mar/Apr 2025	1	3,217	201	6.25%	2	6,634	1,490	22.46%	3	3,009	92	3.06%	4	6,360	763	12.00%	5	4,995	444	8.89%	6	4,451	413	9.28%	6,634	3950	59.54%	44978	6.78
	7	3,641	247	6.78%	8	1,578	11	0.70%	9	3,261	78	2.39%	10	1,309	27	2.06%	11	2,774	140	5.05%									
					14	3,749	44	1.17%																					
May/Jun 2025	1	3,764	159	4.22%	2	8,864	2,086	23.53%	3	3,572	121	3.39%					5	6,967	1,599	22.95%	6	6,641	652	9.82%	8,864	5383	60.73%	51152	5.77
	7	4,957	297	5.99%	8	1,900	64	3.37%	9	4,331	192	4.43%	10	1,457	43	2.95%	11	3,533	157	4.44%									
					14	5,166	13	0.25%																					

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<b>Renewals</b>																													
<b>Regular Renewals (R)</b>																													
<b>2025</b>																													
Jul/Aug 2025	1	2,818	0		2	6,335	1,472	23.24%	3	2,805	145	5.17%	4	6,320	878	13.89%	5	5,977	525	8.78%	6	4,184	354	8.46%	6,335	3874	61.15%	43223	6.82
	7	3,209	198	6.17%	8	1,352	14	1.04%	9	2,962	115	3.88%	10	1,183	47	3.97%	11	2,668	109	4.09%									
					14	3,410	17	0.50%																					
Sep/Oct 2025	1	4,263	205	4.81%	2	9,739	2,673	27.45%	3	4,012	135	3.36%	4	8,986	1,211	13.48%	5	7,074	847	11.97%	6	6,571	547	8.32%	9,739	6207	63.73%	62000	6.37
	7	4,754	174	3.66%	8	2,030	75	3.69%	9	4,181	139	3.32%	10	1,660	44	2.65%	11	3,821	148	3.87%									
					14	4,909	9	0.18%																					
Nov/Dec 2025	1	3,269	212	6.49%	2	7,671	2,225	29.01%	3	3,017	71	2.35%	4	6,861	604	8.80%	5	5,651	567	10.03%	6	5,301	62	1.17%	7,671	4508	58.77%	53015	6.91
	7	4,735	6	0.13%	8	1,957	93	4.75%	9	4,271	315	7.38%	10	1,597	59	3.69%	11	3,840	270	7.03%									
					14	4,845	24	0.50%																					
<b>2025</b>	1	<b>25,508</b>	<b>1,087</b>	<b>4.26%</b>	2	<b>48,644</b>	<b>12,227</b>	<b>25.14%</b>	3	<b>20,270</b>	<b>691</b>	<b>3.41%</b>	4	<b>37,730</b>	<b>4,805</b>	<b>12.74%</b>	5	<b>37,402</b>	<b>4,742</b>	<b>12.68%</b>	6	<b>33,024</b>	<b>2,652</b>	<b>8.03%</b>	<b>48,644</b>	<b>30,122</b>	<b>61.92%</b>	<b>317,756</b>	<b>6.53</b>
	7	<b>25,890</b>	<b>1,231</b>	<b>4.75%</b>	8	<b>10,660</b>	<b>306</b>	<b>2.87%</b>	9	<b>23,075</b>	<b>1,020</b>	<b>4.42%</b>	10	<b>8,715</b>	<b>250</b>	<b>2.87%</b>	11	<b>20,272</b>	<b>985</b>	<b>4.86%</b>									
					14	<b>26,566</b>	<b>126</b>	<b>0.47%</b>																					