

ARCHAEOLOGY

Direct Mail October 2025

Mail Date:

10/7/2025

Business through:

6/12/2026

Days since drop date:

248

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																				
	25IAEA1A	Archaeology - Agent 0-4 Month	1yr/\$19.97	276	1	0.36%	1	100.00%	0	0.00%	0	0.00%	1	0.36%	1	0.36%	\$ 19.97	\$115.50	(\$95.53)	(\$95.53)
	25IAEA2A	Archaeology - Agent 5-8 Month	1yr/\$19.97	642	6	0.93%	5	83.33%	1	16.67%	0	0.00%	5	0.78%	5	0.78%	\$ 119.82	\$268.66	(\$148.84)	(\$29.77)
	25IAEA3A	Archaeology - Agent 9-12 Month	1yr/\$19.97	762	7	0.92%	6	85.71%	1	14.29%	0	0.00%	6	0.79%	6	0.79%	\$ 139.79	\$318.88	(\$179.09)	(\$29.85)
	25IAED1A	Archaeology - Dtp 0-4 Month	1yr/\$19.97	2,930	194	6.62%	184	94.85%	10	5.15%	9	90.00%	193	6.59%	193	6.59%	\$ 3,874.28	\$1,226.13	\$2,648.15	\$13.72
	25IAED2A	Archaeology - Dtp 5-8 Month	1yr/\$19.97	6,472	256	3.96%	239	93.36%	17	6.64%	13	76.47%	252	3.89%	252	3.89%	\$ 5,112.27	\$2,708.36	\$2,403.91	\$9.54
	25IAED3A	Archaeology - 9-12 Month	1yr/\$19.97	8,019	210	2.62%	190	90.48%	20	9.52%	8	40.00%	198	2.47%	198	2.47%	\$ 4,223.85	\$3,355.74	\$868.11	\$4.38
	25IAED4A	Archaeology - 13-16 Month	1yr/\$19.97	7,639	183	2.40%	171	93.44%	12	6.56%	5	41.67%	176	2.30%	176	2.30%	\$ 3,654.47	\$3,196.72	\$457.75	\$2.60
	25IAED5A	Archaeology - 17-20 Month	1yr/\$19.97	6,726	112	1.67%	101	90.18%	11	9.82%	6	54.55%	107	1.59%	107	1.59%	\$ 2,240.79	\$2,814.66	(\$573.87)	(\$5.36)
	25IAED6A	Archaeology - 21-24 Month	1yr/\$19.97	8,265	113	1.37%	103	91.15%	10	8.85%	8	80.00%	111	1.34%	111	1.34%	\$ 2,284.62	\$3,458.69	(\$1,174.07)	(\$10.58)
	25IAED7A	Archaeology - 25-28 Month	1yr/\$19.97	2,568	33	1.29%	33	100.00%	0	0.00%	0	0.00%	33	1.29%	33	1.29%	\$ 658.99	\$1,074.64	(\$415.65)	(\$12.60)
	25IAED8A	Archaeology - 29-32 Month	1yr/\$19.97	6,609	62	0.94%	59	95.16%	3	4.84%	3	100.00%	62	0.94%	62	0.94%	\$ 1,266.14	\$2,765.70	(\$1,499.56)	(\$24.19)
	25IAEW1A	Archaeology - Wiland Expires - Segment 1	1yr/\$19.97	18,137	115	0.63%	95	82.61%	20	17.39%	10	50.00%	105	0.58%	105	0.58%	\$ 2,296.49	\$8,879.85	(\$6,583.36)	(\$62.70)
Total AH Voucher Pkg House Main				69,045	1,292	1.87%	1,187	91.87%	105	8.13%	62	59.05%	1,249	1.81%	1,249	1.81%	\$25,891.48	\$30,183.53	(\$4,292.05)	(\$3.44)
AO Voucher Pkg Outside Main																				
	25IAAB1A	Abacus - Synergy Model Segment 1	1yr/\$19.97	19,666	246	1.25%	217	88.21%	29	11.79%	16	55.17%	233	1.18%	233	1.18%	\$ 4,927.48	\$11,670.30	(\$6,742.82)	(\$28.94)
	25IAAC1A	Archaeological Conservancy - Donors	1yr/\$19.97	4,060	64	1.58%	59	92.19%	5	7.81%	3	60.00%	62	1.53%	62	1.53%	\$ 1,278.06	\$1,925.61	(\$647.55)	(\$10.44)
	25IABA1A	Biblical Archaeology Review - 0-12-month Active Subscribers	1yr/\$19.97	19,187	345	1.80%	292	84.64%	53	15.36%	18	33.96%	310	1.62%	310	1.62%	\$ 6,917.81	\$12,740.93	(\$5,823.12)	(\$18.78)
	25IABA2A	Biblical Archaeology Review - 13+ Month Renewals	1yr/\$19.97	7,900	131	1.66%	120	91.60%	11	8.40%	6	54.55%	126	1.59%	126	1.59%	\$ 2,680.07	\$5,890.58	(\$3,210.51)	(\$25.48)
	25IADL2A	Dataline - New Model, Top 1/2 Of Segment 1	1yr/\$19.97	4,256	47	1.10%	34	72.34%	13	27.66%	3	23.08%	37	0.87%	37	0.87%	\$ 938.65	\$2,211.02	(\$1,272.37)	(\$34.39)
	25IASM2A	Smithsonian - 3 Month Renewals	1yr/\$19.97	30,831	274	0.89%	248	90.51%	26	9.49%	16	61.54%	264	0.86%	264	0.86%	\$ 5,526.84	\$13,159.04	(\$7,632.20)	(\$28.91)
	25IASM3A	Smithsonian - 3 Month Dtp, Omit Renewals	1yr/\$19.97	10,423	184	1.77%	153	83.15%	31	16.85%	15	48.39%	168	1.61%	168	1.61%	\$ 3,674.49	\$5,062.34	(\$1,387.85)	(\$8.26)
	25IAW41A	Wiland - 2024 Universal Performance, Segment 1	1yr/\$19.97	4,421	46	1.04%	41	89.13%	5	10.87%	2	40.00%	43	0.97%	43	0.97%	\$ 918.42	\$2,348.42	(\$1,430.00)	(\$33.26)
	25IAW42A	Wiland - 2024 Universal Performance, Segment 2	1yr/\$19.97	3,577	29	0.81%	22	75.86%	7	24.14%	2	28.57%	24	0.67%	24	0.67%	\$ 579.19	\$1,895.20	(\$1,316.01)	(\$54.83)
	25IAW51A	Wiland - 2025 Universal Performance, Segment 1	1yr/\$19.97	40,665	690	1.70%	604	87.54%	86	12.46%	38	44.19%	642	1.58%	642	1.58%	\$ 13,858.79	\$21,997.36	(\$8,138.57)	(\$12.68)
	25IAW52A	Wiland - 2025 Universal Performance, Segment 2	1yr/\$19.97	40,979	437	1.07%	389	89.02%	48	10.98%	12	25.00%	401	0.98%	401	0.98%	\$ 8,808.42	\$21,796.51	(\$12,988.09)	(\$32.39)
Total AO Voucher Pkg Outside Main				185,965	2,493	1.34%	2,179	87.40%	314	12.60%	131	41.72%	2,310	1.24%	2,310	1.24%	\$50,108.22	\$100,697.31	-\$50,589.09	(\$21.90)
BH Voucher Pkg House Control																				
	25IBHOSA	Voucher Pkg House Control List Group	1yr/\$19.97	5,000	96	1.92%	89	92.71%	7	7.29%	5	71.43%	94	1.88%	94	1.88%	\$ 1,917.15	\$2,092.37	(\$175.22)	(\$1.86)
Total BH Voucher Pkg House Control				5,000	96	1.92%	89	92.71%	7	7.29%	5	71.43%	94	1.88%	94	1.88%	\$1,917.15	\$2,092.37	-\$175.22	(\$1.86)
BO Voucher Pkg Outside Control																				
	25IBOUTA	Voucher Pkg Outside Control List Group	1yr/\$19.97	10,000	107	1.07%	98	91.59%	9	8.41%	5	55.56%	103	1.03%	103	1.03%	\$ 2,194.83	\$4,184.74	(\$1,989.91)	(\$19.32)
Total BO Voucher Pkg Outside Control				10,000	107	1.07%	98	91.59%	9	8.41%	5	55.56%	103	1.03%	103	1.03%	\$2,194.83	\$4,184.74	-\$1,989.91	(\$19.32)

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CH Voucher Pkg House Control																				
	25ICHOSA	Voucher Pkg House Control List Group	1yr/\$19.97	5,000	96	1.92%	86	89.58%	10	10.42%	7	70.00%	93	1.86%	93	1.86%	\$ 1,917.17	\$2,092.37	(\$175.20)	(\$1.88)
Total CH Voucher Pkg House Control				5,000	96	1.92%	86	89.58%	10	10.42%	7	70.00%	93	1.86%	93	1.86%	\$ 1,917.17	\$2,092.37	(\$175.20)	-\$1.88
CO Voucher Pkg Outside Control																				
	25ICOUTA	Voucher Pkg Outside Control List Group	1yr/\$19.97	10,000	128	1.28%	111	86.72%	17	13.28%	8	47.06%	119	1.19%	119	1.19%	\$ 2,582.25	\$4,184.74	(\$1,602.49)	(\$13.47)
Total CO Voucher Pkg Outside Control				10,000	128	1.28%	111	86.72%	17	13.28%	8	47.06%	119	1.19%	119	1.19%	\$ 2,582.25	\$4,184.74	(\$1,602.49)	-\$13.47
DH Voucher Pkg House Test 1 Slim Pkg																				
	25IDHOSA	Voucher Pkg House Test 1 Slim Pkg List Group	1yr/\$19.97	25,000	449	1.80%	424	94.43%	25	5.57%	14	56.00%	438	1.75%	438	1.75%	\$ 8,994.46	\$10,461.85	(\$1,467.39)	(\$3.35)
Total DH Voucher Pkg House Test 1 Slim Pkg				25,000	449	1.80%	424	94.43%	25	5.57%	14	56.00%	438	1.75%	438	1.75%	\$ 8,994.46	\$10,461.85	(\$1,467.39)	-\$3.35
DO Voucher Pkg Outside Test 1 Slim Pkg																				
	25IDOUTA	Voucher Pkg Outside Test 1 Slim Pkg List Group	1yr/\$19.97	50,000	484	0.97%	425	87.81%	59	12.19%	21	35.59%	446	0.89%	446	0.89%	\$ 9,726.34	\$20,923.70	(\$11,197.36)	(\$25.11)
Total DO Voucher Pkg Outside Test 1 Slim Pkg				50,000	484	0.97%	425	87.81%	59	12.19%	21	35.59%	446	0.89%	446	0.89%	\$ 9,726.34	\$20,923.70	(\$11,197.36)	-\$25.11
EH Voucher Pkg House Test 2 new chit																				
	25IEHOSA	Voucher Pkg House Test 2 new chit List Group	1yr/\$19.97	5,000	94	1.88%	86	91.49%	8	8.51%	4	50.00%	90	1.80%	90	1.80%	\$ 1,877.18	\$2,092.37	(\$215.19)	(\$2.39)
Total EH Voucher Pkg House Test 2 new chit				5,000	94	1.88%	86	91.49%	8	8.51%	4	50.00%	90	1.80%	90	1.80%	\$ 1,877.18	\$2,092.37	(\$215.19)	-\$2.39
EO Voucher Pkg Outside Test 2 new chit																				
	25IEOUTA	Voucher Pkg Outside Test 2 new chit List Group	1yr/\$19.97	10,000	124	1.24%	104	83.87%	20	16.13%	10	50.00%	114	1.14%	114	1.14%	\$ 2,466.25	\$4,184.74	(\$1,718.49)	(\$15.07)
Total EO Voucher Pkg Outside Test 2 new chit				10,000	124	1.24%	104	83.87%	20	16.13%	10	50.00%	114	1.14%	114	1.14%	\$ 2,466.25	\$4,184.74	(\$1,718.49)	-\$15.07
Online Order Codes																				
	I5JAHSEA	AH Voucher Pkg House Main	1yr/\$19.97		80		80	100.00%	0	0.00%	0		80				\$1,597.60		\$1,597.60	\$19.97
	I5JAOUTA	AO Voucher Pkg Outside Main	1yr/\$19.97		213		213	100.00%	0	0.00%	0		213				\$4,253.61		\$4,253.61	\$19.97
	I5JBHSEA	BH Voucher Pkg House Control	1yr/\$19.97		5		5	100.00%	0	0.00%	0		5				\$99.85		\$99.85	\$19.97
	I5JBOUTA	BO Voucher Pkg Outside Control	1yr/\$19.97		14		14	100.00%	0	0.00%	0		14				\$279.58		\$279.58	\$19.97
	I5JCHSEA	CH Voucher Pkg House Control	1yr/\$19.97		16		16	100.00%	0	0.00%	0		16				\$319.52		\$319.52	\$19.97
	I5JCOUTA	CO Voucher Pkg Outside Control	1yr/\$19.97		10		10	100.00%	0	0.00%	0		10				\$199.70		\$199.70	\$19.97
	I5JDHSEA	DH Voucher Pkg House Test 1 Slim Pkg	1yr/\$19.97		31		31	100.00%	0	0.00%	0		31				\$619.07		\$619.07	\$19.97
	I5JDOUTA	DO Voucher Pkg Outside Test 1 Slim Pkg	1yr/\$19.97		40		40	100.00%	0	0.00%	0		40				\$798.80		\$798.80	\$19.97
	I5JEHSEA	EH Voucher Pkg House Test 2 new chit	1yr/\$19.97		5		5	100.00%	0	0.00%	0		5				\$99.85		\$99.85	\$19.97
	I5JEOUTA	EO Voucher Pkg Outside Test 2 new chit	1yr/\$19.97		3		3	100.00%	0	0.00%	0		3				\$59.91		\$59.91	\$19.97
Total Online Order Codes				0	417		417		0		0		417		417		\$8,327.49	\$0.00	\$8,327.49	\$19.97
GRAND TOTAL				375,010	5,780	1.54%	5,206	1.39%	574	9.93%	267	46.52%	5,473	1.46%	5,473	1.46%	\$116,002.82	\$181,097.74	(\$65,094.92)	(\$11.89)