

A Full List of 2012's Top 50 Mailers (excluding catalogers)

| Name | Sales/Revenue (in millions) | Industry | List Manager |
|---|--------------------------------|----------------------|--|
| ✓ JPMorgan Chase & Co. | \$ 110,838 | Financial Services | Does not rent |
| Citigroup, Inc. | \$ 102,590 | Financial Services | Does not rent |
| ✓ Sprint/Nextel | \$ 33,679 | Telecom | Specialists Marketing Services |
| ✓ Dish Network | \$ 14,048 | Entertainment | Does not rent |
| ✓ Discover Financial Services | \$ 8,550 | Financial Services | Does not rent |
| Mutual of Omaha | \$ 5,974 | Insurance | Does not rent |
| American Red Cross | \$ 3,453 | Nonprofit | American List Council; Names in the News |
| The Salvation Army | \$ 2,866* | Nonprofit | Does not rent |
| Memorial Sloan-Kettering Cancer Society | \$ 2,414* | Nonprofit | Infogroup |
| Hearst Magazines | \$ 2,340** | Media | American List Council |
| The New York Times Co. | \$ 2,323.4 | Media | American List Council |
| Reader's Digest Association | \$ 1,714* | Media | American List Council |
| Meredith Corp. | \$ 1,377 | Media | Specialists Marketing Services |
| AARP | \$ 1,344 | Nonprofit | Does not rent |
| ✓ Smithsonian Institute | \$ 1,115 | Membership/Nonprofit | Lake Group Media |
| GEICO | \$ 1,064# | Insurance | Does not rent |
| Bose Corp. | \$ 1,009# | Merchandise | Does not rent |
| ✓ American Cancer Society | \$ 919.3 | Nonprofit | ParadyszDirect |
| Time, Inc. | \$ 854.1# | Media | Infogroup |
| American Heart Association | \$ 657.2 | Nonprofit | Infogroup |
| ALSAC / St. Jude Hospital | \$ 590 | Nonprofit | Does not rent |
| Dow Jones | \$ 545# | Media | American List Council |
| The Economist Group | \$ 522* | Media | American List Council |
| Public Broadcasting Service | \$ 475.2 | Nonprofit | Does not rent |
| National Geographic Society | \$ 445.1* | Media/Nonprofit | Specialists Marketing Services |
| The Leukemia & Lymphoma Society | \$ 284 | Nonprofit | Key Acquisition Partners |
| Consumers Union | \$ 252.4 | Media/Nonprofit | RMI Direct Marketing |
| National Rifle Association | \$ 249 | Nonprofit | Does not rent |
| March of Dimes | \$ 209 | Nonprofit | Infogroup |
| Disabled American Veterans | \$ 154.6* | Nonprofit | Infogroup |
| Humane Society of the U.S. | \$ 149* | Nonprofit | List America |
| ✓ American Society for the Prevention of Cruelty to Animals | \$ 133.1 | Nonprofit | American List Council |
| United Services Organization | \$ 129* | Nonprofit | Atlantic List Co. |
| ✓ Heifer Project International | \$ 128 | Nonprofit | Does not rent |
| Smile Train | \$ 106 | Nonprofit | Infogroup |
| National Wildlife Federation | \$ 95.4* | Nonprofit | RMI Direct Marketing |
| ✓ Special Olympics | \$ 91* | Nonprofit | American List Council |
| Highlights for Children | \$ 83* | Media | American List Council |
| Publishers Clearing House | \$ 82.2# | Business Services | List Services Corp. |
| ✓ Democratic Congressional Campaign Committee | \$ 61.4 | Nonprofit | American List Council |
| ✓ AAA | \$ 60.9 | Nonprofit | Does not rent |
| Omaha Steaks | \$ 39# | Foods | Specialists Marketing Services |
| The Arbor Day Foundation | \$ 37.3 | Nonprofit | American List Council |
| ✓ American Health Assistance Foundation | \$ 22* | Nonprofit | Does not rent |
| North American Membership Group | \$ 18.4# | Media | Specialists Marketing Services |
| Premier Bathrooms, Inc. | \$ 16# | Merchandise | Does not rent |
| ✓ Obama for America | \$ 16# | Nonprofit | Does not rent |
| The Bradford Group | \$ 0.42 | Merchandise | Belardi/Ostroy |
| ✓ Forbes Magazine | \$ 0.15# | Media | Specialists Marketing Services |
| Condé Nast | \$ NA | Media | Specialists Marketing Services |

✓ New to the list in 2012; *2010 sales/revenue; **2009 sales/revenue; # estimated sales/revenue.
Sales/revenue data sources: Hoovers, Charity Navigator; and companies' own data.