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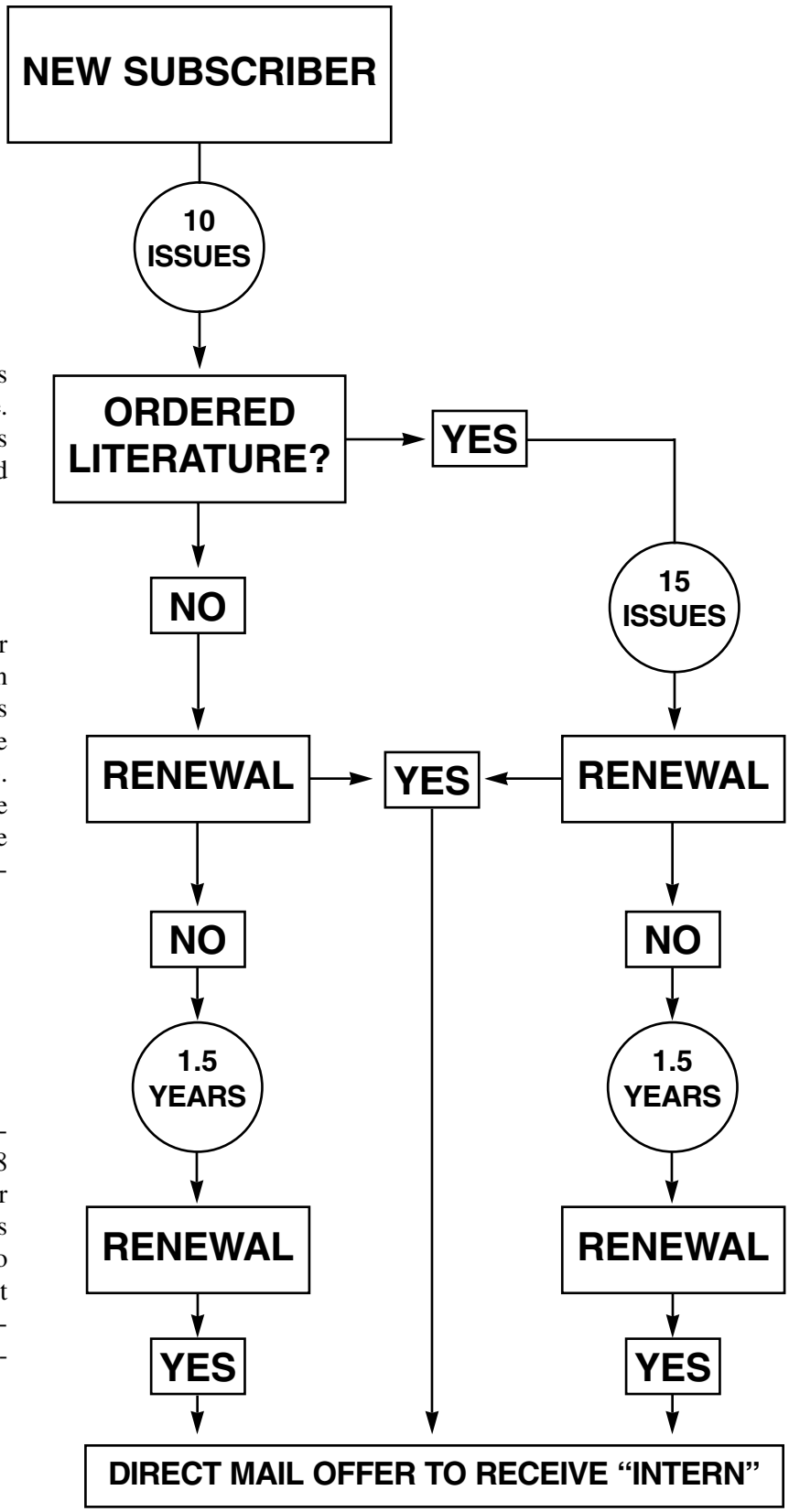
Those subscribers who did not order literature during their subscription period are renewed after 10 issues (one letter only). The response rate for this group is approximately 10%. Those who ordered literature receive 15 issues and are then renewed. The response rate for this group is approximately 17%.

Those who do not respond to the renewal letter receive a second renewal 18 months later. 10% of them renew their subscription. All renewed subscribers are later offered a subscription to "Intern" ("United News") via direct mail. Renewed subscribers are considered "prime" subscribers and are currently not being renewed further.