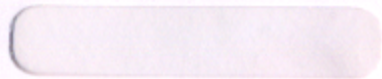


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Renew early, by



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Dear Friend,

Now, for a limited time, you can take advantage of the best price available on a long-term subscription to TODAY'S CHRISTIAN WOMAN. All you have to do is renew your current subscription for three years, and you'll **save \$20** off the regular one-year renewal rate.

**That's 18 issues of TODAY'S CHRISTIAN WOMAN
for only \$32.50—only \$10.83 per year!**

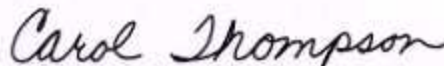
We appreciate your commitment to TODAY'S CHRISTIAN WOMAN, and so we are offering this extended renewal opportunity to save you the time of renewing every year and the extra money that comes with a single-term renewal rate.

Renewing one year at a time for three years would normally cost \$53.85. This \$32.50 price is a **significant savings** off that one-year rate, and over 10% off the three-year renewal rate we'll offer you in a few more months.

Our subscribers have told us they've come to view TODAY'S CHRISTIAN WOMAN as a good friend, with each issue bringing them the hope, encouragement, practical advice, and biblical perspective they need on the issues they deal with in their lives. And it's as a friend that I'd like to offer you the great low three-year renewal price of \$32.50.

I hope you'll take advantage of this special offer and renew your subscription to TODAY'S CHRISTIAN WOMAN today. But hurry! This is a limited time offer, and your next renewal notice will include only our regular renewal rates.

Sincerely,



Carol Thompson
for TODAY'S CHRISTIAN WOMAN

CT:nb

P.S. Remember, with this "early bird" offer, you won't need to worry about sending in your renewal form every year, and you save \$20 off the regular one-year renewal rate! Getting TODAY'S CHRISTIAN WOMAN has never been so convenient and inexpensive!

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Dear Friend,

In the next 30 seconds you can renew your subscription to TODAY'S CHRISTIAN WOMAN. Then for another year you can continue to renew your mind, body and spirit with the uplifting features in every issue of TCW.

You'll enjoy...

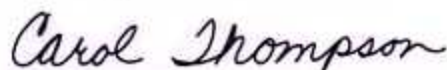
- interviews with outstanding Christian women
- inspirational articles to enrich your faith
- practical tips on marriage, parenting, friendship, spiritual life, health and fitness, time management, and more
- creative ideas to make your life more fulfilling and fun!

And if you send us your renewal instructions right away, you won't miss a single issue.

There's no need to pay now. Just check the option on the enclosed renewal form, and we'll bill you later.

So renew today, and be renewed with TODAY'S CHRISTIAN WOMAN for another year.

Sincerely,



Carol Thompson
for TODAY'S CHRISTIAN WOMAN

CT:nb

P.S. A two-year renewal saves you money and protects you from future price increases. Just check that space on your renewal form.

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Take
30 seconds
to renew
yourself...



Dear Subscriber:

Thank you for being a part of the TODAY'S CHRISTIAN WOMAN family. We live in a fast-paced, often stressful world, and all of us occasionally need to slow down and enjoy relaxing conversation, sound advice or a good laugh. I hope TODAY'S CHRISTIAN WOMAN has offered you these opportunities.

We're always trying to make TODAY'S CHRISTIAN WOMAN magazine just right for you. We hope our interviews and practical articles on marriage, parenting, friendship, faith, health, and the workplace help to make your life more rewarding.

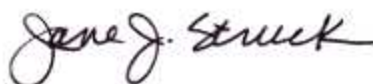
If you have any suggestions to help us improve TODAY'S CHRISTIAN WOMAN, please jot them down and send them to me. Your feedback helps us evaluate the job we're doing. I'd love to hear from you!

Another easy way to let us know if TODAY'S CHRISTIAN WOMAN has lived up to your expectations is to renew your subscription. Renewing now gives us your vote of confidence and helps guarantee uninterrupted service.

All you need to do is check the appropriate box on the enclosed renewal form. You may send payment with your order, or we'll be glad to bill you later if that's more convenient.

Again, thank you for reading TODAY'S CHRISTIAN WOMAN. We're looking forward to another exciting year.

My best wishes,



Jane J. Struck
Managing Editor

JJS:nb

P.S. If you take advantage of our low two-year rate, you'll save even more. Just check that space on the renewal form.

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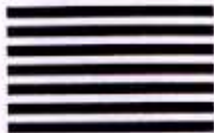
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Dear Friend,

In the past few weeks, we've mailed you several reminders letting you know that your TODAY'S CHRISTIAN WOMAN subscription is about to expire. **Unless we receive your renewal instructions soon, we won't be able to continue sending TODAY'S CHRISTIAN WOMAN to you.**


Over the past year, we've tried to keep TODAY'S CHRISTIAN WOMAN relevant to every area of your life. We've brought you:

- Interviews with inspiring Christian women
- Regular departments on love and marriage, parenting, humor, and news you can use
- How-to articles on topics from controlling gossip to stress management
- Practical keys for spiritual living and more

We'd like to continue offering you the same encouragement and quality writing you've enjoyed over the past year. Return the enclosed renewal order form in the postage-paid envelope quickly, and you won't miss a single issue of TODAY'S CHRISTIAN WOMAN.

I look forward to hearing from you!

My best wishes,



Jane J. Struck
Managing Editor

JJS:nb

P.S. There is no need to send a check with your order. We'd be happy to bill you if that's more convenient.

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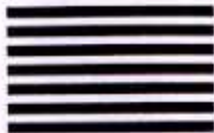
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Dear Friend,

By now you have received your last issue of TODAY'S CHRISTIAN WOMAN, and we still haven't received word that you'd like to continue your subscription.

You won't want to miss any of TCW's upcoming issues, but the longer you wait to renew your subscription the chance of missing one or more new issues increases. That's why I'm writing you this letter as a reminder.

While the thought is still fresh in your mind, could you set aside a moment to check the appropriate box on the renewal form and drop it in the mail?

Then you will receive another full year of TCW. A year filled with practical information on:

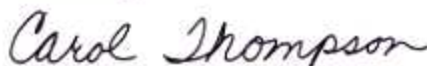
- **marriage, parenting, and friendships**
- **time-management and the workplace**
- **helpful tips to strengthen your faith**

TCW will continue to offer you Christian guidance for facing the new millennium, as well as an inside look at some outstanding Christian women.

If you have enjoyed TCW, if it has been an entertaining and helpful friend in your life, then let's spend another year together.

We'll count your renewal as a vote of confidence and friendship. Let us hear from you today.

Sincerely,



Carol Thompson
for TODAY'S CHRISTIAN WOMAN

CT:nb

P.S. We can bill you later for your renewal order if that's more convenient.

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Dear Friend,

You've now received your last issue of TODAY'S CHRISTIAN WOMAN—unless I hear from you soon. **Your subscription has expired**, and unless I receive your renewal instructions right away, we'll have to remove your name from our list of active subscribers.

Perhaps you haven't had time to renew your subscription, or possibly have misplaced our previous notices. If so, take a moment right now to check the appropriate box on the enclosed renewal form and drop it in the mail today.

By renewing now you will insure that TODAY'S CHRISTIAN WOMAN continues to come without interruption. Some exciting issues are being planned, and I know you won't want to miss a single one.

TODAY'S CHRISTIAN WOMAN continues to be a magazine devoted exclusively to women who want something more out of life. Each issue is filled with articles to help you grow personally and spiritually in every relational arena of your life—whether it's marriage, parenting, friendships, the workplace, single life, or your faith.

We hope to share another year of TODAY'S CHRISTIAN WOMAN with you. If you return the enclosed renewal form today you don't have to miss a single issue. And if you take advantage of our low two-year rate, you'll save even more. Please don't delay.

I look forward to hearing from you soon.

Sincerely,



Carol Thompson
for TODAY'S CHRISTIAN WOMAN

CT:nb

P.S. We can still bill you later if that's more convenient. Just check the option on the enclosed renewal form.

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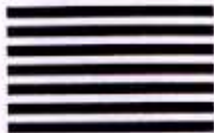
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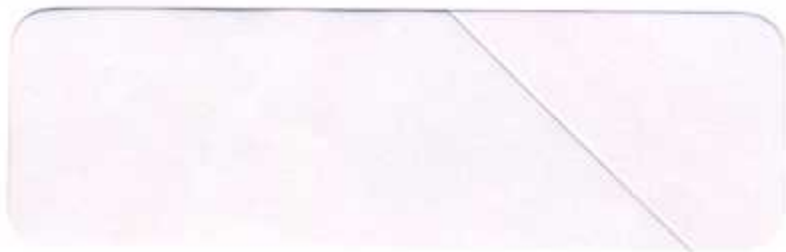
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Dear Former Subscriber,

I have some bad news. We're mailing out the current issue of TODAY'S CHRISTIAN WOMAN, and you won't be receiving a copy.

Since we didn't receive any renewal instructions from you, we had to take your name off our list of active subscribers. You would do me a great favor by letting me know the reason you decided not to renew.

We've tried to keep TODAY'S CHRISTIAN WOMAN in touch with your needs — offering practical tips on strengthening your marriage, finding your parenting style, or sharing your faith effectively.

We've tried to include meaningful articles for your personal and spiritual growth on managing stress, overcoming depression, caring for difficult people, and more.

Have we somehow failed to make TODAY'S CHRISTIAN WOMAN useful to you? If that's the case, please jot me a quick note with any suggestions you might have. You are important to us.

If, however, you've simply forgotten to renew, you can still reply now and begin receiving TODAY'S CHRISTIAN WOMAN again. We'll count your renewal as a vote of confidence that TODAY'S CHRISTIAN WOMAN is meeting the needs of Christian women like you as no other magazine can.

I hope to hear from you soon.

Best wishes,



Jane J. Struck
Managing Editor

JJS:nb

P.S. To make it as easy as we can for you to renew, we'll be happy to bill you later for your order. Simply check the appropriate box on the order form and send it to us today.

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