

Active & Responsive Jewish Mail Order Buyers

Jewish individuals who have made a purchase in response to a direct mail offer. Records are multisourced based on self-reported surveys, census, financial, subscription and membership sources.

Selects available:

Age - \$12/M
Gender - \$10/M
Geography - \$6/M
Income - \$8/M
Presence of Children - \$5/M
Telephone Number - \$20/M
Email Addresses - \$175/M

AARJ MOB

1,654,032

\$95/M

5,000

Multisourced

Quarterly

| | |
|---------------|-----------|
| 4-UP Cheshire | N/C |
| 4-UP PSL | \$ 7.50/M |
| CD-ROM | \$50.00/F |
| EMAIL | \$60.00/F |
| FTP | \$60.00/F |

| | |
|---------|-----------|
| SCF/Zip | \$6.00/M |
| State | \$6.00/M |
| Keying | \$5.00/M |
| Gender | \$10.00/M |

Last Updated: March 2007



Milwaukee • Washington



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