

## Active & Responsive Jewish Mail Order Buyers

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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

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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

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