

AFFLUENT JEWISH BABY BOOMERS

AFF J BABY

357,816

These are Jewish 50-somethings with discretionary income.

Can select by:

Homeowners
Marital Status
Presence of children
Type of Auto

\$105.00/M

5,000

Direct Mail

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 \$6.00/M
ZIP \$6.00/M
STATE \$6.00/M
KEYING \$5.00/M



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