

CALIFORNIA STITCHERY-CALSTITCH

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Individuals who have purchased Jewish-oriented needlework items, such as Tallis cases, Challah covers, wall hangings, rugs, pillow covers, and pictures through the Calstitch catalog.

This list is growing quickly. Great for catalog, gift and hobby offers. Average purchase is \$65.00.

Sample mail piece required.

Buyers:

Men 5,381  
Women 76,859

CALSTITCH

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93,894

\$75.00/M

Exchange Not Allowed

5,000

Direct Mail  
Space Ads

Semi-Annually

4-UP Cheshire N/C  
4-UP PSL \$ 7.50/M  
CD \$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



600 AB Data Dr.  
Milwaukee, WI 53217  
Phone: 414-961-6400  
Fax: 414-961-2216

