

**EAST-COAST JEWISH WOMEN**

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This is a list of Jewish women who live on the East Coast and have bought a variety of products and merchandise via direct mail.

These women are highly responsive to offers for jewelry, clothing, collectables, cosmetics, health & fitness, gardening, home furnishings and magazine offers.

Sample mail piece required.

**EAST COAST**

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264,549

\$101.00/M  
\$121.00/M w/phones

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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