

EAST-COAST JEWISH WOMEN

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

359,162

\$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

Last Updated: January 2006

