

These individuals and institutions spent more than \$500.00 to purchase the Encyclopedia Judaica. Encyclopedia Judaica reflects 50 years of research by leading scholars, and is comprised of 16 volumes detailing all aspects of Jewish thought, history, and culture. Purchasers were acquired through a combination of space ads, direct mail, and membership benefits offered by non-profit organizations.

The purchase of the Encyclopedia Judaica indicates a strong commitment to Jewish culture and education. Furthermore, these individuals show a desire for in-depth knowledge that requires substantial reading.

This list is an excellent choice for book clubs and magazine offers and is highly recommended for educational and cultural offers.

Sample mailing piece required.

9,083

\$75.00/M

5,000

Buyers

Quarterly

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
Gender	\$10.00/M
Keying	\$5.00/M

Last Updated: December 2008



600 A.B. Data Drive
 Milwaukee, WI 53217
 Phone: 414-961-6400
 Fax: 414-961-2361