

HAMAKOR JUDAICA- THE SOURCE FOR EVERYTHING JEWISH, is the largest and most comprehensive GIFT CATALOG on the market, containing a large variety of upscale times. Merchandise available includes BOOKS, JEWELRY, APPAREL, ART, DECORATIONS, RECORDS, FOOD, RELIGIOUS ITEMS and more.

THE HAMAKOR DATABASE IS THE LARGEST LISTING OF JEWISH DIRECT MAIL BUYERS IN TODAY'S MARKETPLACE. THESE ARE AFFLUENT INDIVIDUALS WITH A PROVEN RESPONSE TO DIRECT MAIL ORDERS.

AVERAGE UNIT OF SALE; \$88.00

31,270	12 months	HOTLINE BUYERS	\$120/M
49,888		MULTI-BUYERS	\$120/M
128,732	\$50+	BUYERS	\$120/M
101,927	\$75	BUYERS	\$125/M

- USAGE:
- Bloomington's By Mail
  - Geary's
  - Harry & David Catalog
  - The Jewish Museum
  - The Jerusalem Post
  - The Jerusalem Report
  - Maccabi U.S.A.
  - Metropolitam Museum of Art
  - Moment Magazine
  - Museum of Tolerance
  - Natl Council of Jewish Women
  - The Paragon
  - San Francisco Music Box
  - Smithsonian Catalog
  - Simon Wiesenthal Center
  - US Holocaust Memorial Museum
  - The Wine Enthusiast
  - Wireless
  - World Jewish Congress

Sample mailing piece required with all orders

Last Updated: September 2005

249,445 ACTIVES  
143,567 CAT. REQ.

\$105/M ACTIVES  
\$ 90/M FR \$ 75/M CAT. REQ.

5,000

DIRECT MAIL 95%  
SPACE ADS 5%

SEMI-ANNUALLY

4-UP CHESHIRE \$5/M  
4-UP PSL \$9.00/M  
MAG TAPE \$25.00/F  
DISKETTE \$20.00/M  
(\$75 min on PSL)

SCF/ZIP \$6.00/M  
STATE \$6.00/M  
KEYING \$5.00/M  
DOLLAR \$10.0/M  
(\$75 min on each)

DINY HURWITZ

