

Upper-income buyers of Jewish books through direct mail. All have purchased a minimum of four titles on aspects of Jewish life, culture or history. More than half have family income in excess of \$50,000.

28,311 Actives
22,649 Expires

The Jewish book club is a negative-option book club service. Members receive a free subscription to the 64-page Jewish book news offering main selections, alternative selections, special discounts and book reviews in each issue.

\$95/M Actives
\$75/M Expires

Average unit of sale : \$50.00

5,000

Usage:

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Jewish Children's Fund
Jewish Guild for the Blind
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US Holocaust Memorial Museum
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Semi-annually

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STATE \$7.00/M
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DINY HURWITZ

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