

These Jewish opportunity seekers have responded to a direct mail offer of business and management tapes and publications for the small business owner.

17,771

This unique list property can be used for product offers and fundraising campaigns that appeal to successful, confident business people.

\$75.00/M

A sample mail piece is required.

5,000

100% Direct Mail

Semi-Annually

4-up Cheshire N/C
4-up PSL \$7.50/M
Mag Tape \$25.00
Email \$60.00

SCF/Zip \$6.00/M
State \$6.00/M
Keying \$5.00/M

DINY HURWITZ

Last Updated: September 2005
