

Jewish Families with Children

Families with young children outspend every other household and these Jewish families are responsive to convenient and time-saving direct mail offers for household goods, magazines, catalogs, sports, casuals, vacations, books, educational software, videos, home improvement and anything for children!

Selections Available:

Children's Age
Parent's Age

Income
Homeowners, Length of Residence
Marital Status
Type of Auto

Sample Mailing Piece Required.

J FAMILIES

406,968

\$97.00/M

5,000

Direct Mail

Quarterly

4-UP PSL	\$7.50/M
CD	\$50.00/F
EMAIL	\$60.00/F
FTP	\$60.00/F

SCF	\$6.00/M
Zip	\$6.00/M
State	\$6.00/M
Gender	\$10.00/M
Keying	\$5.00/M
AGE	\$15.00/M
INCOME	\$15.00/M

Last Updated: January 2006

**A·B
DATA**
DIRECT
MARKETING
SERVICES

Milwaukee • Washington



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