

Jewish Homeowners

These individuals are Jewish, affluent, well educated and own their own homes. They are aggressive consumers who buy via direct mail. The majority have lived in their homes for over 10 years.

This list would be excellent for targeting people who are looking to buy new items for the home, gifts, books, upscale art, do-it-yourself projects, gardening, mortgage and financial offers.

Sample mailing piece required.

Selections:

- Length of Residence
- Age
- Income
- Profession
- Make, Model and Year of Auto

J HOME

1,441,251

\$93.00/M
\$113.00/M w/phones

5,000

Direct Mail

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 \$6.00/M
Zip \$6.00/M
State \$6.00/M
Gender \$10.00/M
Keying \$5.00/M

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Milwaukee • Washington



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