

## JEWISH LIVING

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Paid subscribers to Jewish Living, once the largest paid subscription, general interest, Jewish magazine in the United States. (No longer in publication.)

These subscribers represent a highly desirable consumer population:

- 62.3% 19-49 years of age
- 93.7% Married
- 73.9% Live in household with 3 or more persons
- 76.5% College educated
- 97.1% Own homes

They are regular buyers of household products, appliances, automobiles, and insurance. They are also well-traveled.

Average unit of sale: \$18.00

Sample mailing piece required.

## J LIVING

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36,002

\$60.00/M

Exchange Not Allowed

5,000

100% Direct Mail

Semi-Annual

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

Last Updated: July 2008