

OVER 93% DIRECT MAIL SOLD SUBSCRIBERS TO THE ONLY NATIONAL WEEKLY JEWISH NEWSPAPER. OFFERS SUBSCRIBERS TIMELY COVERAGE OF ISSUES AND EVENTS AFFECTING JEWISH COMMUNITIES IN ALL PARTS OF THE COUNTRY, AS WELL AS REPORTS FROM EUROPE AND ISRAEL. HIGH CONCENTRATION IN LOUISVILLE, INDIANAPOLIS, AND ST. LOUIS WHERE THE PUBLISHER ALSO PUBLISHES LOCAL EDITIONS INCORPORATING THE UPPER ECHELONS OF THE JEWISH COMMUNITY. MANY ARE PRESIDENTS OF CONGREGATIONS AND LEADERS OF LOCAL JEWISH ORGANIZATIONS, RESPECTED BUSINESSMEN AND WOMEN AND COMMUNITY OPINION MAKERS.

22,042

\$70.00/M  
NO EXCHANGE

5,000

DIRECT MAIL

QUARTERLY

4-UP CHESHIRE N/C  
4-UP PSL \$7.50/M  
MAG TAPE \$25.00

SCF/ZIP \$6.00/M  
STATE \$6.00/M  
KEYING \$5.00/M

DINY HURWITZ

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