

Jewish Women-Who-Buy

J WOMEN B

These Jewish women have bought a wide variety of products and merchandise via direct mail.

These women are responsive to offers for jewelry, clothing, high-end gifts and collectables, cosmetics, health and fitness products, culinary products, gardening products, home furnishings and decorating and magazine offers.

Selections available:

Age
Income
Marital Status
Credit Card
home owners, Length of residence
Presence of children

Sample mail piece required for approval.

594,603

\$105.00/M

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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