

Affluent and well educated readers who possess a special interest in world events. They consider "The Jerusalem Post" their most reliable source of current information about the Middle East. This newspaper offers in-depth coverage of news events and those individuals behind the events, plus critical analysis of current international developments.

Please inquire for hotline names.

Results of a recent survey:

\$106,100 Average household income
\$608,800 Average household net worth
72.0% Have graduated from college
22.0% Hold master's degrees, 21.4% hold PhD's
56.8% Have rented a car
They have purchased 14.53 books in the past year
They hve taken 4.18 domestic flights, spending 10.99 nights at a hotel/motel in the last year, and 1.12 round-trip flights abroad.

Survey done by Simmons Market Research Bureau

Sample mailing piece required.

21,533
31,011 Expires

\$105/M or exch.
\$80/M Expires

5,000

100% Direct Mail

Monthly

4-UP cheshire N/C
4-UP PSL \$6.00/M
Mag Tape \$25.00/F
Email \$25.00

SCF/ZIP \$5.00/M
State \$5.00/M
Keying \$3.00/M
Gender \$5.00/M

DINY HURWITZ

Last Updated: September 2005