

**Jerusalem Products**

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Buyers of a Bar Mitzvah gift item who responded to space advertising in a variety of magazines such as Hadassah, National Jewish Monthly, Outlook, etc.

Most are recent buyers (1984-present) and have high income levels. 77% are repeat buyers.

Average Purchase: \$35.00

Sample mailing piece required.

**JER PROD**

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3,996

\$80.00/M

Entire File

Space Ads  
Direct Mail

Quarterly

4-UP Cheshire N/C  
4-UP PSL \$7.50/M  
Mag Tape \$25.00/F

SCF/Zip \$6.00/M  
State \$6.00/M  
Keying \$5.00/M

DINY HURWITZ

Last Updated: September 2005