

JONATHAN DAVID JUDAICA BOOK BUYERS

Active direct mail buyers of Jewish books. These upper income individuals have purchased books of Jewish interest, including fiction, non-fiction, cookbooks and art.

Average age: 45
Average unit of sale: \$50.00

Sample mailing piece required.

JON DAVID

Hot List: 9,153
Catalog Buyers: 45,928

\$90.00/M

5,000

Direct Mail
Space Ads

Semi-Annually

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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