

**KOSHER KOUpons**

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Individuals who responded to questionnaires enclosed in Kosher Koupons Co-op mailing, a program mailed on a quarterly basis.

**Profile:**

- 69% Keep Kosher Homes
- 88% Synagogue members
- 58% Buy products by mail
- 46% Plan to travel abroad in the next year
- 36% Male

**Product ownership:**

- Video Recorders
- Home Owners

Selections by household size, age, income and synagogue affiliation are also available.

Sample mailing piece required.

**KK**

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20,708

\$60.00/M

Exchange Not Allowed

5,000

100% 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  
Age \$10.00/M

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Milwaukee • Washington



Page 1 of 1

8050 N Port Washington Rd.  
Milwaukee, WI 53217  
Phone: 414-540-5000  
Fax: 414-540-5050