

KOSHER KOUpons

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

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



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