

Subscribers to Lilith, the Nation's only independent Jewish women's magazine. Lilith is named for the legendary predecessor of Eve, who insisted in equality with Adam.

14,931

90% women, Lilith subscribers are politically involved and upscale. 60% have household incomes above \$35,000, and fully 30% have household incomes over \$60,000.

\$105.00/M

Average unit of Sale: \$18.00

Usage :

5,000

90% Direct Mail
10% Space Ads

American Civil Liberties Union
Anti-Defamation League
Dorot
Gesher
Hamakor Judaica Gift Catalog
The Jewish Book Club
Jewish National Fund
Memorial Sloan Kettering
Moment Magazine
New Israel Fund
Planned Parenthood
Simon Weisenthal Center
Tikkun Magazine
US Holocaust Memorial Museum
Utne Reader
Vegeterian Resource Group
Working Assets
Workmen's Circle Book Center

Semi Annually

4-UP Cheshire N/C
4-UP PSL \$10.00/M
Mag Tape \$25.00/F

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

Sample mailing piece required with all orders.

DINY HURWITZ

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