

MOMENT MAGAZINE

Subscribers to Moment: a stimulating, independent Jewish magazine, published six times per year. Moment covers a diverse range of topics from local issues to global problems, from cultural events to humor. Moment appeals to today's culturally active thinking individual.

Subscriber profile:

Buyers: 81% purchased via mail
Education: 75.6% college graduates
38.1% post-graduate degrees
Marital status: 76.9% married
Own/Rent Home 82.1% Own homes
Net worth: \$735, 270 Avg. Income: \$97,300
Average unit of sale: \$27.00

Marketing insight:

This is an astute, upscale audience that reacts to a wide range of offers. They are ideal candidates for philanthropic appeals of all types including health, cultural, and human rights. Proven direct mail responders, the list performs well for offers of books/publications, magazines, record/tape clubs, gifts/collectibles, and other catalogs.

16,207 LAST 6 MONTH BUYERS +\$10/M

Male 7,701
Female 8,822

**SAMPLE MAIL PIECE REQUIRED

Usage:

Jerusalem Post	World Jewish Congress
Museum of Tolerance	Gesher Foundation
U.S. Holocaust Museum	The Jerusalem Report
Simon Wiesenthal Center	Galerie Robin
Hamakor Judaica Catalog	Children of Chernobyl
Jewish Book Club	NACOEJ

Last Updated: September 2005

MOMENT

21,000 Subscribers
13,594 Expires

\$105/M Subs
\$95/M FR
\$75/M Expires

5,000

DIRECT MAIL

MONTHLY

4-UP PSL \$12.00/M
CD \$25.00/F
Email \$50/F

SCF/ZIP \$7.00/M
STATE \$7.00/M
KEYING \$7.00/M