

National Jewish Household Directory

A listing of Jewish households in the United States compiled with the aid of a sophisticated computer overlay process. It will allow the user to reach up to 50% of the Jewish American community with a guaranteed 90% deliverability.

Profile:

Education: 75.5% attended college
54.5% are college graduates

Income: 62% have household incomes
over \$25,000

Median Income: \$42,000

Home Ownership: 58%

Telephone numbers, email addresses and geographic breakdowns are available.

- Telephone numbers +\$20.00/M
- Email Addresses +85.00/M

Selects available:

- * Automobile Owner/Type * Occupation * Age
- * Number of Adults * Marital Status * Gender
- * Presence of Children * Income * Credit Card
- * Homeowner * Length of Residence * Mail Order Buyers * Direct Mail Responsive * Donors

Sample mailing piece is required.

NJHD

2,208,608

\$95/M

5,000

Compiled

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
Income \$15.00/M
Phones \$20.00/M
Children \$5.00/M
Occupation \$15.00/M



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