

Second Avenue Deli M.O.B.

SECOND AVE

The 2nd Avenue Deli is an institution - an institution dedicated to good eating. The world's best-known delicatessen is famous in New York and around the world for hearty pastrami sandwiches piled on fresh rye bread, stuffed cabbage, chopped liver, and much more.

33,286

These mail order buyers of authentic New York Kosher delicacies can now be ordered. These buyers are upscale, affluent and quality conscious individuals.

\$85.00/M

5,000

Try this list for upscale food and gift catalogs, as well as subscriptions offers and Jewish fundraising.

Direct Mail

Average unit of sale: \$75.00

Quarterly

Sample mailing piece required.

4-UP Cheshire N/C
4-UP PSL \$9.00/M
Mag Tape \$25.00/F

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

DINY HURWITZ

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Milwaukee • Washington

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