

**SUBSCRIBERS TO ISRAELI PUBLICATIONS**

---

Current American subscribers to Israeli magazines. They are 100% direct mail responsive. Subscribers tend to be multi-lingual, own VCR'S, and travel extensively in the U.S. and abroad.

Average unit of sale: \$45.00.

Sample mailing piece required.

**SUB IS PUB**

---

4,558

\$80.00/M

3,000

Direct Mail

Semi-Annually

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

Last Updated: October 2008

---



Milwaukee • Washington



Page 1 of 1

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