

FONM: FocusOn New Movers

32,417,210	TOTAL UNIVERSE / BASE RATE	\$95.00/M
2,170,619	Monthly Hotline	+\$10.00/M
727,126	Weekly Hotline	+\$15.00/M
	Emails	+\$20.00/M
	Fundraiser/Publisher Rate	\$80.00/M

LIST TYPE

Consumer



SELECTS

Description:

Moving is a significant lifestyle change that triggers spending. The consumers on FocusOn New Movers (FONM) need a wide range of products and services including insurance, telecom, home security, restaurants, automotive, home improvement, furniture and appliances.

The FocusOn New Movers (FONM) database is the most comprehensive, freshest, and cleanest New Mover database on the market today. Additionally, FocusOn New Movers provides mailers with the advantage of being **"First to Market"** – giving mailers the benefit of staying ahead of the competition by being the first to contact targeted prospects. Our FONM database of new homeowners and new movers is sourced from over 20 unique feeds that include deeds from over 3,100 courthouses, financial transaction change of address, new phone and utility connects, publication subscription change of address, as well as private customer change of address.

We can provide important information such as distance of move, previous address, changes in dwelling type, new homeowners, families with children, and ethnicity as well as out-of-state movers, people who are downsizing, or people who are "moving up" to identify the best prospects for your offers.

Some Interesting Stats:

- New Movers spend more in the first six months of a move than a typical customer does in three years.
- Over 12% of the U.S. total population moved in 2014.
- About 80% of New Homeowners will make major home improvements and purchase new appliances.
- 71% of New Movers will need various insurance products.
- Over 19% of New Movers move to a different state.

New Mover Selects: Weekly Hotline:

Age	132,722
Moved Out of State	49,964
New Homeowners	355,893
Presence of Children	81,085
Presence of Pets	62,506
Previous Addresses	311,751
Renters	67,029

Age	\$6.00/M
Credit Card Holders	\$10.00/M
CSI (Credit Score Index)	\$15.00/M
DIY	\$7.50/M
Donors	\$7.50/M
Dwelling Type	\$5.00/M
Ethnicity by Type	\$10.00/M
Gender	\$6.00/M
Income	\$6.00/M
Mail Order Buyers	\$7.50/M
Marital Status	\$5.00/M
New Homeowners	\$10.00/M
Presence of Children	\$5.00/M
Previous Address	\$10.00/M
State, Zip, SCF	\$5.00/M
Type of Move	\$10.00/M

Source:

Deed, New Phone & Utility Connects, Financial Transaction Change of Address, Publication Subscription Change of Address, Private Customer File Change of Address

Please inquire for additional selects.

Additional Notes:

Payment: VISA and MasterCard accepted.

Pre-payment: Required for NEW clients.

Cancellation: Orders canceled after mail date requires payment in full. Orders canceled after processing or shipping, but prior to mail date, will incur a \$150 flat charge and \$10/M run charges. Canceled orders prior to processing are subject to a \$150 flat charge.



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MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

44% Female
54% Male
Median Age: 37
Median Household Income: \$56,000

ADDRESSING

Email	\$50.00/F
FTP	\$50.00/F
Running Charges	\$8.00/M
ZIP+4	\$6.50/M