

Just Moved: New Movers

5,122,158
502,133

TOTAL UNIVERSE / BASE RATE
Monthly Hotline
Emails

\$95.00/M
+ \$10.00/M
+ \$20.00/M

LIST TYPE

Consumer



postal

email

phone

Description:

Each year 43 million people move, this is three times the number of people that visit Disneyland annually! The Just Moved: New Movers file is a unique source of new movers that offers a captive "ready to buy" audience. The average mover has a "To Do" list with over 50 items on it. In addition to the replacement of providers of goods and services for everything from banks and insurance companies to restaurants, gyms, dry cleaners and hair salons, homeowners will spend close to \$10,000 and renters \$4,000 over the 3 months prior to and the 3 months after their move. More than half of new movers will purchase furniture and appliances and over a third will purchase home décor and bedding. Moving provides a great opportunity to make changes and try new products, in fact, a recent study reported that 40% of new movers change things such as their brand of toothpaste, and 80% try new products and services from local businesses!

Just Moved: New Movers provides extremely deliverable names and accurate, hard to find new address telephone numbers. Our broad coverage comes from an elite group of tested sources including our proprietary change of address data, telephone service providers, deed information and more.

We can provide important information such as distance of move, previous address, changes in dwelling unit, 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 offer.

Source:

Proprietary Change of Address, Teleco & Deed

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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SELECTS

Age	\$6.00/M
Credit Card Holders	\$10.00/M
CSI (Credit Score Index)	\$15.00/M
Distance of Move	\$10.00/M
DIY	\$7.50/M
Donors	\$7.50/M
Dwelling Unit	\$5.00/M
Ethnicity by Type	\$10.00/M
Gardening	\$7.50/M
Gender	\$6.00/M
Health & Fitness	\$7.50/M
Health & Natural Food Buyers	\$7.50/M
Income	\$6.00/M
Lifestyle Category	\$10.00/M
Magazine Subscribers	\$7.50/M
Marital Status	\$5.00/M
New Homeowners	\$10.00/M
Online Shoppers	\$10.00/M
Pet Owners	\$7.50/M
Plan to Buy Internet Services	\$10.00/M
Political Party Affiliation	\$10.00/M
Presence of Children	\$5.00/M
Previous Address	\$10.00/M
State, Zip, SCF	\$5.00/M
Telephones	\$25.00/M
Type of Move	\$10.00/M

Please inquire for additional selects.

MINIMUM ORDER

Postal: 10,000
Email: 20,000

DEMOGRAPHICS

40% Female
60% Male
Median Age: 41
Median Household Income: \$50,000

ADDRESSING

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