

LOCAL MONTHLY NEW MOVERS

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| 472,641 | 12 MONTH NEW MOVERS | \$70.00/M | UNIT OF SALE: |
| 308,836 | 6 MONTH NEW MOVERS | \$75.00/M | N/A |
| 200,621 | 3 MONTH NEW MOVERS | \$80.00/M | |
| 95,087 | 1 MONTH NEW MOVERS | \$85.00/M | |

EMAIL ADDRESSES - INQUIRE GENDER: 55% MALE
CAN SELECT

THESE LOCAL NEW MOVERS HAVE MOVED WITHIN A DISTANCE OF 50 MILES FROM THEIR PREVIOUS ADDRESS. YOU CAN REACH THESE NEW MOVERS ON A MONTHLY BASIS AND THEY ARE READY TO PURCHASE DECOR FOR THEIR NEW HOMES.

ADDRESSING:
SEE SELECTIONS

KEYING: \$4.00/M

NEW MOVERS TYPICALLY SPEND MORE MONEY WITHIN THE FIRST 6 MONTHS OF MOVING THAN AT ANY OTHER TIME. MANY ARE FIRST TIME HOME OWNERS AND ARE IN NEED OF FURNITURE, PICTURES, HOME THEATER SYSTEMS, SATELLITE RECEIVERS, HOME DECOR AND YARD EQUIPMENT.

MINIMUM ORDER:
5,000

SAMPLE REQUIRED

THE AVERAGE AGE OF THESE NEW MOVERS IS 35 AND THEY HAVE AN AVERAGE INCOME OF \$40,000. THESE LOCAL NEW MOVERS ARE READY TO SPEND. THIS FILE COVERS 99% OF THE U.S.

UPDATED MONTHLY

LIST OWNER MAY REQUIRE EXCHANGE, PARITY PRICING OR RECIPROCAL RENTAL FOR COMPETITIVE OFFERS.

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.
ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: 100% TELEPHONE COMPANY RECORDS

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|-----------------------------|-----------|
| SELECTIONS: STATE, SCF, ZIP | \$6.00/M |
| PHONES | \$30.00/M |
| GENDER | \$6.00/M |
| HEAD OF HOUSEHOLD | \$10.00/M |
| DEMOGRAPHICS | \$10.00/M |
| ELECTRONIC DELIVERY | \$50.00 |

CONTACT LIST MANAGER EMAIL: scott@midwestdm.com