

Today's New Movers

DATACARD DESCRIPTION

'NEW MOVERS' DELIVERS MARKETERS ACCESS TO ONE OF THE MOST CURRENT AND COMPLETE LISTINGS OF NEW MOVERS ACROSS AMERICA. UNLIKE OTHER LISTS, THIS DATABASE IS UNIQUELY SOURCED FROM NEW HOMEOWNER DEEDS, MAGAZINE AND CREDIT CARD CHANGE OF ADDRESS, UTILITY HOOKUPS AND OTHER PROPRIETARY SOURCES. CUSTOMERS WHO HAVE RECENTLY MOVED HAVE EXTRAORDINARY PURCHASING POWER AND ARE LOOKING TO ESTABLISH RELATIONSHIPS WITH NEIGHBORHOOD SERVICES INCLUDING BANKS, INSURANCE, MECHANICS, LANDSCAPERS AND HOME IMPROVEMENT OR FURNISHING OUTLETS. NEW MOVERS ARE IN PRIME BUYING MODE FOR MAGAZINE SUBSCRIPTIONS, MAIL-ORDER CATALOGS AND OTHER NATIONWIDE SERVICES.

60% male, 40% female.

SELECTIONS WITH COUNTS

Minimum order 250.00 or 3,000

Counts Thru: Jul 2010

UPDATED Jul 27, 2010
DATE VERIFIED Jul 27, 2010

Selections

Universe

(*) Fundraiser rate, 65.00/M.

Net name arrangement (minimum 25,000), 85%.

Counts 6,854,117
Price per/M *\$80.00

OTHER SELECTIONS

Selections	Rate	Per
Last 30 Day New Residents (1 Month)	\$15.00	M
Last 90 Day New Residents (3 Months)	\$10.00	M
Previous Week's Movers	\$20.00	M
Dwelling Type	\$15.00	M
Gender	\$10.00	M
Geo Select	\$5.00	M
Mail Order Buyers	\$15.00	M
Median Income Of Residence Area	\$15.00	M
Key Coding	\$3.00	M

LIST SOURCE

Compiled	Note Multi-sourced
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METHOD OF ADDRESSING

Available Media	Rate	Per
Pressure Sensitive Labels	\$15.00	M
E-mail	\$50.00	
CD ROM	\$50.00	
Cartridge	\$50.00	
FTP	\$50.00	

UPDATE SCHEDULE

Weekly

COMMISSION, CREDIT POLICY

15% commission to agencies. 30% commission to brokers; 10% commission to managers.

RESTRICTIONS

Net name is allowed. Exchange is not allowed. Reuse is not allowed.

LIST MANAGER/OWNER

Datamatrix Lists List Manager

List Manager Key Contact Name
732-940-1500 Key Contact Phone

732-940-1501 Key Contact Fax
sales@datamatrixlists.com Key Contact Email

MID

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