

**REACH NEW MOVERS
MAKING MAJOR PURCHASES
AND ESTABLISHING BRAND LOYALTY**

New Movers are motivated consumers, making substantial purchases such as home décor, home improvement and major appliances. Marketing to these customers is virtually recession-proof, with New Movers spending \$7,300 in just the first three months, and 16% more than non-movers over the following 12 months. Plus, they're establishing lucrative, long-term relationships with local merchants, restaurants, physicians, dentists and more.

Redi-Data's New Movers list gives you access to six months of new movers, the prime period in which they spend the most. And with over one million new movers per month on average, you'll have a wide variety of consumers to choose from. Data includes demographic variables such as ethnicity, religion, language, income, geography and more. All selects are included in our fees, so there are no extra charges for your specific targeting needs.

What's more, to ensure a high level of accuracy, we NCOA and DPV our full file each month – at no additional cost to you.

FEATURES:

- Phone Records (where available, please inquire)
- CASS Certification and ZIP+4 Append
- Area Code Splits/Changes Processed
- Modeled scores that customers can use to target by likelihood to respond, wealth and income, credit risk, economic conditions, loyalty and attrition

SELECTS INCLUDE:

- Geography and Georadius
- Household Income
- Gender
- Over a Dozen Religions
- Over 150 Ethnicities
- Over 75 Languages

SOURCES:

- Credit Cards
- Deeds
- Magazine Subscriptions
- Utility Data
- Other

BASE PRICING

\$60/M unlimited use
Minimum \$250
Subscriptions available,
please inquire.

DELIVERY PRICING

| | |
|------------|---------|
| Barcode | Inquire |
| CD/DVD | \$50 |
| E-mail/FTP | \$25 |
| Galley | \$15/M |
| P/S Labels | \$15/M |
| Presort | Inquire |

SELECTS

| | |
|--------------------|----------|
| Geography | Included |
| Phone Number | Included |
| Ethnicity | Included |
| Religion | Included |
| Language | Included |
| Household Income | Included |
| Gender | Included |
| Additional Selects | Inquire |

CANCELLATION

Before mail date:
\$50 + \$10/M + shipping.
On or after mail date:
Full charge.

Brokers, resellers, file licensees, lettershops, and data professionals, please call for additional information and rates.

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