

# After the Move Enhanced

## New Mover Hotline



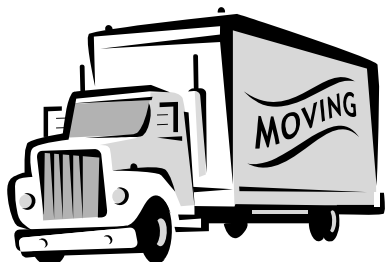
1,800,000	1 Month Hotline	\$90/M
4,800,000	3 Month Hotline	\$85/M

**After the Move Enhanced New Mover Hotline** brings the latest and most recent resident information on the market today. Enhanced with a multitude of demographic and lifestyle information from top name overlay technology, this file offers maximum selectability! The data is gathered on a daily basis from new homeowner records, change of address data, utility companies, and proprietary sources confirming the latest documentation on this life changing trigger event. The records then undergo a validation process to ensure the most accurate deliverability.

These consumers are looking for all the things they need to make their new home their own. They are decorating and personalizing their new home which makes them perfect prospects for offers such as home décor, landscaping, furniture, insurance, financing, computers, internet, home office, publications, apparel, entertainment and much more!

### Additional Information

Source:	Compiled
Updated:	Monthly
Minimum Order:	10,000
Specifications:	Sample Mail Piece Required
Materials:	Mag Tape, Cartridge, CD Rom \$25/F Email, FTP \$50/F
Net Arrangement:	Please Inquire



### Selections :

Age/Date of Birth	\$12/M
Geography	\$10/M
Gender	\$10/M
Income	\$12/M
Presence of Children	\$16/M
Home Value	\$16/M
Distance of Move	\$16/M

### Additional Selects: +\$16/M 3 MO HL

Pet Owners	154,425
Collectibles	395,004
Credit Card Holders	266,271
Grandparents	63,330
Home & Garden	565,572
Home Improvement	105,204
Online Buyer	66,618
Mail Order Buyer	564,507
Investments	414,909
Music Preference*	453,999
Enjoys to Read	192,243
Donors	154,911
Sporting Interests*	187,173
Personal Travel	189,141
Business Travel	47,934