

# NEW MOVERS & NEW HOMEOWNERS DATA CARDS



## New Movers Register<sup>SM</sup>

Target the Freshest New Movers When They're Responsive Buyers - Largest Universe Available

For over 20 years FMP Direct has been compiling its exclusive New Movers Register<sup>SM</sup>. New Movers information is processed weekly and is compiled from change of address records, deed registrations, new phone and utility connections, magazines, credit card changes, and other timely sources. Monthly New Mover subscription programs are available with no minimums.

### New Movers Register<sup>SM</sup>

Weekly Hotline: (150,000+)	\$70.00/M
Monthly Hotline: (1,500,000+)	\$60.00/M
Total Universe (2-12 months): (18,000,000+)	\$50.00/M

## New Homeowners

Reach These Smart Investors and New Homeowners While They're Most Responsive

FMP Direct continues to deliver the largest number of New Homeowners available for all fifty states. This list of people who have recently purchased a home is compiled daily from deed registrations and mortgage data. Monthly New Homeowner subscription programs are available with no minimums.

### New Homeowners

Weekly Hotline: (100,000+)	\$80.00/M
Monthly Hotline: (750,000+)	\$70.00/M
Total Universe (2-12 months): (9,000,000+)	\$60.00/M

VISIT [FMPDIRECT.COM](http://FMPDIRECT.COM) FOR ONLINE COUNTS

## Selections

Dwelling Type, Gender, Head of Household, Household Income, Marital Status, Median Age, Median Education, Median Home Value – each \$5.00/M extra

Omit or Select Intra/Inter Geography Movers, Occupation, Previous Address, Distance of Move, Age of Structure – each \$7.50/M extra

Bank Cardholders, Families on the Move, Individual Income, Renters, Retail Cardholders, Social Sliders, Upwardly Mobile – each \$7.50/M extra

Ethnicity, Exact Age, Mail Order Buyers, Mail Responsive Donors – each \$10.00/M extra

State, SCF, County - \$5.00/M extra; Zip Code, Mileage Radius – \$6.00/M extra

## Best Uses

- Automotive
- Banking
- Catalog
- Consumer Products
- Continuity Clubs
- Credit Card
- E-Commerce
- Entertainment/Travel
- Fundraising
- Health
- Home Accessories
- Insurance
- Magazine/Newspaper
- Restaurant
- Retail/Services
- Telecommunications
- Tourism
- Utilities
- Welcome to the Neighborhood

## Other

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| <p>Delivery:</p> <ul style="list-style-type: none"> <li>• Shipping occurs on or before the third working day from receipt of all required materials</li> <li>• Rush service is available for an additional fee</li> </ul> | <p>Requirements:</p> <ul style="list-style-type: none"> <li>• Minimum test: 5,000 names</li> <li>• Sample mail piece &amp; mail dates</li> <li>• Purchase order or signed order confirmation</li> <li>• Prepayment or payment of previous orders if applicable</li> </ul> |
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