

Families on the Move by GrayHair Direct



Families on the Move by GrayHair Direct offers uniquely sourced consumers who recently changed their address. GrayHair Direct provides mail management services for major firms. Reach New Movers/ Change of Address that have been identified as Family households with children.

SEGMENTS

2,890,789	Total Universe / Universe Rate	\$75.00/M
339,025	1 Mos. New Movers Families	\$85.00/M
607,553	3 Mos. New Movers Families	\$80.00/M
2,890,789	12 Mos. New Movers Families	\$75.00/M
388,603	3 Mos. New Movers POC Ages 0 -2	+ \$10.00/M
594,271	3 Mos. New Movers POC Ages 3-5	+ \$10.00/M
824,766	3 Mos. New Movers POC Ages 6-10	+ \$10.00/M
699,516	3 Mos. New Movers POC Ages 11-15	+ \$10.00/M
478,715	3 Mos. New Movers POC Ages 16-17	+ \$10.00/M
696,429	3 Mos. New Movers w/1 Child	+ \$10.00/M
93,138	3 Mos. New Movers w/3 Children	+ \$10.00/M
	Publishers/ Fundraiser Rate	\$65.00/M
	At Email Address	+ \$10.00/M

DESCRIPTION

Families on the Move by GrayHair Direct offers uniquely sourced consumers who recently changed their address. GrayHair Direct provides mail management services for major firms. The COA/New Mover Data information is very accurate and extremely hot! Reach New Movers/ Change of Address that have been identified as Family households with children.

Marketers can reach families at a pivotal time with targeted offers. The file is well enhanced with robust data to help further define a targeted prospect. This file is highly recommended for children home furnishings, apparel, education/learning products, education programs, publishers, memberships and more.

Special Selects Available: Adult Age, Move date by Month, Birth Month/Year, HH Income, Individual Income, Marital Status, Home ownership vs. Renters, Ethnicity, Other selects available include Donors by Category, Political Affiliation, Credit Score, Credit Card Type, Home Value, Net Worth, Education Level, Occupation, Transactional Buyer Activity from Product Purchase by Category: Apparel, Home Decor, Gardening, Home Improvements, Books, Magazines and more! Inquire.

Children/Family Selects: Children by Age Range, Children by Gender, Number of Children in Household, # of Generations in Household, Interest in Grandchildren. Product Buyer Transaction Categories such as Children's Apparel, Infant/Toddler Buyers, Learning/Toy, Baby Care Products, General Children's Mdse., Children's Toys Product Buyers and more! Inquire.

NOW AVAILABLE AT EMAIL ADDRESS!

ID NUMBERS

Manager ID	
NextMark ID	332017
mIn ID	332017
SRDS ID	

MEDIA TYPE

Consumer



SOURCE

Compiled lists, Multi Sourced, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	10/18/2011
New to Manager	10/18/2011
Counts Through	01/31/2016

DATA CARD MAINTENANCE

New To System	02/28/2012
"New to System" Announcement	03/13/2012
Last Update	02/16/2016
Next Update	03/07/2016
Update Frequency	MONTHLY

SELECTS

Children by Age Range	\$10.00/M
Children - Apparel Byrs	\$10.00/M
Children - Book Byrs	\$10.00/M
Children Mdse Buyers	\$10.00/M
Infant/Toddler Prod. Byrs	\$10.00/M
Children by Gender	\$10.00/M
Age	\$10.00/M
Home Owner	\$10.00/M
Home Value	\$10.00/M
Income Select	\$10.00/M
Net Worth	\$10.00/M
Credit Card Buyers	\$10.00/M
Credit Scoring	\$15.00/M
Ethnic/Ethnicity	\$15.00/M
Number of Children in Household	
# of Generations in Household	
Interest in Grandchildren	
Learning/Toy	
Baby Care Products	
Children's Toys Product Buyers	
Adult Age	
Move date by Month	
Birth Month/Year	
HH Income	
Individual Income	
Marital Status	
Home ownership vs. Renters	
Donors by Category	
Political Affiliation	
Credit Card Type	
Education Level	
Occupation	
Apparel	
Home Decor	
Gardening	
Home Improvements	
Books	
Magazines	

MANAGER

DSA Direct, LLC

GENDER

Male	44%
Female	41%

CONTACTS

Contact Name	Role	Email	Phone	Fax
★ Linda Santaite DSA Direct, LLC 431 E. Main Street, Unit #3 Denville, NJ 07834	Sales Executive	lsantaite@dsagraphics.com	(973) 954-2649	(973) 928-8791

★ = Primary contact

AVERAGE INCOME

Value	\$60,000.00
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MINIMUM ORDER

Minimum Quantity	10,000
Minimum Price	\$0.00

COMMISSIONS

Broker	20%
Agency	15%

NET NAME ARRANGEMENTS

Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$8.00/M

EXCHANGES

Exchange is not allowed

REUSE

Reuse is allowed	
Minimum Quantity	3,000
Run Charge	

CANCELLATION

Charges	\$100.00/F
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CANCELLATION INSTRUCTIONS

Orders canceled after mail date and/or merge will be at full rental rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M run charges & shipping/ material fees.

KEY CODING

Key Coding is available	
Charges	\$3.00/M

ADDRESSING

FTP	\$75.00/F
EMAIL	\$75.00/F

SPECIAL INSTRUCTIONS

Sample Mail Piece Required for Approval.
Prepayment on first time orders. Low Nets Available for Large Volume Mailers.