

## 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

3,474,178	Total Universe / Universe Rate	\$75.00/M
497,401	1 Mos. New Movers Families	\$85.00/M
859,368	3 Mos. New Movers Families	\$80.00/M
3,474,178	12 Mos. New Movers Families	\$75.00/M
9,765	3 Mos. New Movers POC Ages 0 -2	+ \$10.00/M
19,436	1 Mos. New Movers POC Ages 3-5	+ \$10.00/M
46,943	1 Mos. New Movers POC Ages 6-10	+ \$10.00/M
46,128	1 Mos. New Movers POC Ages 11-15	+ \$10.00/M
41,099	1 Mos. New Movers POC Ages 16-17	+ \$10.00/M
150,753	1 Mos. New Movers w/Int. Grandchildren	+ \$10.00/M
78,058	1 Mos. New Movers w/3 Children	+ \$10.00/M
	Publishers/ Fundraiser Rate	\$65.00/M
	At Email Address	+ \$25.00/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 hotline! 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	12/31/2017

### DATA CARD MAINTENANCE

New To System	02/28/2012
"New to System"	03/13/2012
Announcement	
Last Update	01/02/2018
Next Update	02/07/2018
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	\$450.00

**COMMISSIONS**

Broker	20%
Agency	15%

**NET NAME ARRANGEMENTS**

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

**EXCHANGES**

**Exchange is not allowed**

**REUSE**

<b>Reuse is allowed</b>	
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**

<b>Key Coding is available</b>	
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.