

Mail Order Buyer New Movers by GrayHair Direct



Get your offer in front of these Hotline Mail Order Buyers that just moved! GrayHair Direct manages data solutions and provides address management services for major firms. They provide unique and accurate move data on a weekly basis. File is selectable by product category purchased thru an overlay applied to the file.

SEGMENTS

3,345,201	Total Universe / Universe Rate	\$75.00/M
999,063	1 Mos. Mail Order Buyer New Mover	\$80.00/M
1,915,874	3 Mos. Mail Order Buyer New Mover	\$75.00/M
1,746,506	3 Mos. New Mvrs Home Furnishing	+ \$8.00/M
753,326	3 Mos New Mvrs Garden Product Buyers	+ \$8.00/M
888,586	3 Mos New Mvrs Electronics Byrs	+ \$8.00/M
53,491	3 Mos New Mvrs. Window Treatments	+ \$8.00/M
3,345,201	12 Mos. Mail Order Buyer New Movers	\$75.00/M
	Publishers / Fundraiser Rate	\$65.00/M
	At Email Address	+ \$10.00/M

DESCRIPTION

Get your offer in front of these hotline **Mail Order Buyers** that just moved by GrayHair Direct! GrayHair Direct manages data solutions and provides address management services for major firms. They provide unique and accurate move data on a weekly basis. File is selectable by product category purchased thru an overlay applied to the file.

A must test file for catalogers and mail order firms seeking to reach prospective buyers at pivotal time when shopping needs increase! This file is selectable by move month, home market value, product purchase category such as furnishings, rugs, window treatments 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.

NOW AVAILABLE AT EMAIL ADDRESS!

Send timely offers to opt in to 3rd party email addresses!

ID NUMBERS

Manager ID	
NextMark ID	406189
mln ID	406189
SRDS ID	

MEDIA TYPE

Consumer  

SOURCE

Compiled lists, Multi Sourced, Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	03/07/2014
New to Manager	10/18/2011
Counts Through	01/31/2016

DATA CARD MAINTENANCE

New To System	02/13/2014
"New to System"	03/10/2014
Announcement	
Last Update	02/16/2016
Next Update	03/04/2016
Update Frequency	MONTHLY

SELECTS

Age/Income \$10.00/M

AVERAGE INCOME

Value \$60,000.00

Birth Month/Year	\$10.00/M
Geo/Geographical	\$8.00/M
Gender	\$8.00/M
Product Purchase Category	\$10.00/M
Home Owner, Renter	\$10.00/M
Home Value	\$10.00/M
Mile Radius	\$10.00/M
Credit Score Rating	\$15.00/M
Move date by Month	\$10.00/M
Presence of Child	\$10.00/M
Interest in Grandchildren	\$10.00/M
Marital Status	\$10.00/M
Donors by Category	\$10.00/M
Political Affiliation	\$10.00/M
Education Level	\$10.00/M
Occupation	\$10.00/M
Ethnicity	\$15.00/M

MANAGER

DSA Direct, LLC

GENDER

Male	44%
Female	41%

MINIMUM ORDER

Minimum Quantity	7,500
Minimum Price	\$500.00

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.

CONTACTS

Contact Name	Role	Email	Phone	Fax
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★ = Primary contact