

Millionaire New Movers by GrayHair Direct



Millionaire New Movers by GrayHair Direct. Thru a proprietary model applied to the file, we've identified households with a net worth of a million dollars or more. 43% are investors, 70% have black/gold/premium credit cards and have home values of \$500K+. This unique audience is well targeted for upscale home décor, art, investments, travel and business related publications and more. Marketers can select by HH Income, active investors, number of credit lines, Gold/Black Premium Credit Card users, Home market value of 1 million+ and more.

SEGMENTS

| | | |
|---------|---|-------------|
| 276,705 | Total Universe / Universe Rate | \$75.00/M |
| 39,485 | 1 Mos. Millionaire New Movers | \$90.00/M |
| 72,336 | 3 Mos. Millionaire New Movers | \$85.00/M |
| 276,705 | 12 Mos. Millionaire New Movers | \$80.00/M |
| 32,036 | 1 Mos. Millionaires Gold/Black CC Users + | \$10.00/M |
| 25,723 | 1 Mos. Million Dollar Home Value Movers + | \$10.00/M |
| | At Email Address | + \$25.00/M |

DESCRIPTION

Millionaire New Movers by GrayHair Direct. Thru a proprietary model applied to the file, we've identified households with a net worth of a million dollars or more. 43% are investors, 70% have black/gold/premium credit cards and have home values of \$500K+. This unique audience is well targeted for upscale home décor, art, investments, travel and business related publications and more. Marketers can select by HH Income, active investors, number of credit lines, Gold/Black Premium Credit Card users, Home market value of 1 million+ and more.

Special Selects Available: Adult Age, Birth Month/Year, HH Income, Individual Income, Marital Status, Home ownership vs Renters, Ethnicity, Donors by Category, Political Affiliation, Credit Score, Credit Card Type, Credit Lines, Home Value, Net Worth, Education Level, Occupation, Transactional Buyer Activity from Product Categories such as Children, Home Furnishings, Gardening, Home Improvements and more! Inquire.

Now available at Email Address! Email appended by 3rd party

Email: +\$25/M

ID NUMBERS

| | |
|-------------|--------|
| Manager ID | |
| NextMark ID | 380494 |
| mIn ID | 380494 |
| SRDS ID | |

MEDIA TYPE

| | |
|-----------------------|--|
| Business and Consumer | |
|-----------------------|--|

SOURCE

Multi Sourced, Direct mail sold, Masterfile enhanced

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

| | |
|----------------|------------|
| Market Entry | 05/28/2013 |
| New to Manager | 10/18/2011 |
| Counts Through | 03/31/2016 |

DATA CARD MAINTENANCE

| | |
|------------------------------|------------|
| New To System | 05/13/2013 |
| "New to System" Announcement | 05/29/2013 |
| Last Update | 04/11/2016 |
| Next Update | 05/13/2016 |
| Update Frequency | MONTHLY |

SELECTS

| | |
|-------------------|-----------|
| Mail Order Buyers | \$10.00/M |
|-------------------|-----------|

AVERAGE INCOME

| | |
|-------|-------------|
| Value | \$60,000.00 |
|-------|-------------|

| | |
|-------------------------------------|-----------|
| Credit Card Type | \$10.00/M |
| Ethnic/Ethnicity | \$15.00/M |
| Political Affiliation | \$10.00/M |
| Income Select | \$10.00/M |
| Birth Month/Year | \$10.00/M |
| Credit Scoring | \$15.00/M |
| Mortgage Holder | \$10.00/M |
| Home Value | \$10.00/M |
| Donor by Category Cause | \$10.00/M |
| Subscribers by Category | \$10.00/M |
| Product Purchase Category | \$10.00/M |
| Adult Age | \$10.00/M |
| Individual Income | \$10.00/M |
| Marital Status | \$10.00/M |
| Home ownership vs Renters | \$10.00/M |
| Credit Lines | \$10.00/M |
| Net Worth | \$10.00/M |
| Education Level | \$10.00/M |
| Occupation | \$10.00/M |
| Transactional Buyer Activity | \$10.00/M |
| Product Categories such as Children | \$10.00/M |
| Home Furnishings | \$10.00/M |
| Gardeni Prod. Byrs | \$10.00/M |
| Window Treatment Byrs | \$10.00/M |
| Move Date | \$10.00/M |
| Gardening | \$10.00/M |
| Home Improvements | \$10.00/M |
| HH Income | \$10.00/M |
| Home Market Value | \$10.00/M |

MANAGER

DSA Direct, LLC

GENDER

| | |
|--------|-----|
| Male | 44% |
| Female | 41% |

MINIMUM ORDER

| | |
|------------------|----------|
| Minimum Quantity | 10,000 |
| 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 |
|---------|------------|

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 |
|--|-----------------|---------------------------|----------------|----------------|
| ★ 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