

Retired And Moving by GrayHair Direct

Retired and Moving by GrayHair Direct offers uniquely sourced retired folks that have moved. They are now enjoying their retirement years and have focused their efforts in new directions! GrayHair Direct provides mail management service for major firms. Perfect file for travel, home décor, investments, non-profits offers and more!

SEGMENTS

456,000	Total Universe / Universe Rate	\$75.00/M
45,600	30-Day Retired Movers Age 65+	+ \$10.00/M
35,000	30-Day Retired Movers Age 70+	+ \$10.00/M
456,000	12 Mos Retired Movers Age 65+	\$65.00/M
	At Email Address. 3rd Party Append	+ \$25.00/M
	Facebook Ad ! Inquire	+ \$25.00/M
	Publishers / Fundraiser Base Rate	\$65.00/M

DESCRIPTION

Retired and Moving by GrayHair Direct offers uniquely sourced retired folks that have moved. They are now enjoying their retirement years and have focused their efforts in new directions! GrayHair Direct provides mail management services for major firms. Select by move month and more on this large file that updates weekly!

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Marketers can reach retirees 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 membership offers, travel packages, cruises, publications, health and home décor!

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!

ID NUMBERS

Manager ID	
NextMark ID	406076
mIn ID	406076
SRDS ID	

MEDIA TYPE

Consumer

SOURCE

Compiled lists, Multi Sourced, Direct mail sold

GEOGRAPHY

USA

OPT-IN**MAINTENANCE**

Market Entry	02/12/2014
New to Manager	10/18/2011
Counts Through	12/31/2017

DATA CARD MAINTENANCE

New To System	02/12/2014
"New to System" Announcement	02/13/2014
Last Update	01/02/2018
Next Update	02/07/2018
Update Frequency	MONTHLY

SELECTS**AVERAGE INCOME**

Reading Interest Financial	\$10.00/M	Value	\$60,000.00
Reading Interest Health	\$10.00/M		
Interest in Travel Pkgs	\$10.00/M	MINIMUM ORDER	
Age	\$10.00/M	Minimum Quantity	10,000
Home Owner	\$10.00/M	Minimum Price	\$0.00
Home Value	\$10.00/M		
Net Worth	\$10.00/M	COMMISSIONS	
Credit Card Buyers	\$10.00/M	Broker	20%
Credit Scoring	\$15.00/M	Agency	15%
Ethnic/Ethnicity	\$15.00/M		
# of Generations in Household	\$10.00/M	NET NAME ARRANGEMENTS	
Interest in Grandchildren	\$10.00/M	Net Name is allowed	
Health Product Buyers	\$10.00/M	Floor	85%
Move date by Month	\$10.00/M	Minimum Quantity	50,000
Birth Month/Year	\$10.00/M	Run Charges	\$15.00/M
HH Income	\$10.00/M		
Marital Status	\$10.00/M	EXCHANGES	
Donors by Category		Exchange is not allowed	
Political Affiliation			
Education Level	\$10.00/M	REUSE	
Occupation	\$10.00/M	Reuse is allowed	
Apparel	\$10.00/M	Minimum Quantity	3,000
Home Decor	\$10.00/M	Run Charge	
Gardening	\$10.00/M	CANCELLATION	
Home Improvements	\$10.00/M	Charges	\$100.00/F
Books	\$10.00/M		
Magazines	\$10.00/M	CANCELLATION INSTRUCTIONS	
Individual Income	\$10.00/M	Orders canceled after mail date and/or merge will	
Home ownership vs. Renters	\$10.00/M	be at full rental rate. Orders received & processed	
Credit Score	\$15.00/M	will incur a \$100/F cancel fee, \$15/M run charges &	
Credit Card Type	\$10.00/M	shipping/ material fees.	
Facebook Ad Match	\$25.00/M		

MANAGER

DSA Direct, LLC

KEY CODING

Key Coding is available

Charges \$3.00/M

GENDER

Male 44%
Female 41%

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