

Families on the Move by GrayHair Direct



Families on the Move by GrayHair Direct offers uniquely sourced consumers who recently changed their address. Out of State movers, Families by Children Age, Renters vs' Homeowners is selectable. GrayHair Direct provides mail management services for major firms. Reach New Movers with children in the household.

SEGMENTS

3,604,000	Total Universe / Universe Rate	\$75.00/M
265,862	1 Mos. New Movers Families	\$85.00/M
659,748	3 Mos. New Movers Families	\$80.00/M
3,604,000	12 Mos. New Movers Families	\$75.00/M
42,333	1 Mos. New Movers POC Ages 0 -2	+ \$10.00/M
68,177	1 Mos. New Movers POC Ages 3-5	+ \$10.00/M
127,326	1 Mos. New Movers POC Ages 6-10	+ \$10.00/M
120,547	1 Mos. New Movers POC Ages 11-15	+ \$10.00/M
88,897	1 Mos. New Movers POC Ages 16-17	+ \$10.00/M
73,638	1 Mos. New Movers w/Int. Grandchildren	+ \$10.00/M
71,096	1 Mos. New Movers w/3+ Children	+ \$10.00/M
	Publishers/ Fundraiser Rate	\$65.00/M
	Digital Campaigns - Inquire	+ \$40.00/M

DESCRIPTION

Families on the Move by GrayHair Direct offers uniquely sourced consumers who recently changed their address. Out of State Movers, Families by Children Age, Number of Children, Household Dynamics Renters vs' Homeowners is selectable. GrayHair Direct provides mail management services for major firms. 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.

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	06/30/2020

DATA CARD MAINTENANCE

New To System	02/28/2012
"New to System" Announcement	03/13/2012
Last Update	07/27/2020
Next Update	08/04/2020
Update Frequency	WEEKLY

Email Available: Email appended by 3rd party of opt in records.
Digital Campaigns: \$40/M on matched records Inquire!
Willand Optimization Available! 100,000 Qty 20% Net Terms. Inquire!
Weekly Updates!

Find More about: [Grayhair](#) Software
Counts/Info: [Request Info](#)

SELECTS		AVERAGE INCOME		
Age	\$10.00/M	Value	\$60,000.00	
Adult Age		MINIMUM ORDER		
Baby Care Products		Minimum Quantity	10,000	
Birth Month/Year		Minimum Price	\$450.00	
Children by Age Range	\$10.00/M	COMMISSIONS		
Children by Gender	\$10.00/M	Broker	20%	
Children - Apparel Byrs	\$10.00/M	Agency	15%	
Children - Book Byrs	\$10.00/M	NET NAME ARRANGEMENTS		
Children Mdse Buyers	\$10.00/M	Net Name is allowed		
Children's Toys Product Buyers		Floor	85%	
Credit Card Buyers	\$10.00/M	Minimum Quantity	50,000	
Credit Scoring	\$15.00/M	Run Charges	\$8.00/M	
Ethnic/Ethnicity	\$15.00/M	EXCHANGES		
Infant/Toddler Prod. Byrs	\$10.00/M	Exchange is not allowed		
Home Owner	\$10.00/M	REUSE		
Home Value	\$10.00/M	Reuse is allowed		
Income Select	\$10.00/M	Minimum Quantity	3,000	
Net Worth	\$10.00/M	Run Charge		
Number of Children in Household		CANCELLATION		
# of Generations in Household		Charges	\$100.00/F	
Interest in Grandchildren		CANCELLATION INSTRUCTIONS		
Learning/Toy		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.		
Move date by Month		KEY CODING		
HH Income		Key Coding is available		
Individual Income		Charges	\$3.00/M	
Marital Status		ADDRESSING		
Home ownership vs. Renters		FTP	\$75.00/F	
Donors by Category		EMAIL	\$75.00/F	
Political Affiliation		SPECIAL INSTRUCTIONS		
Credit Card Type		Sample Mail Piece Required for Approval.		
Education Level		Prepayment on first time orders. Low Nets Available for Large Volume Mailers.		
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	Sales Executive	lsantaite@dsagraphics.com	(973) 954-2649	(973) 928-8791
DSA Direct, LLC 431 E. Main Street, Unit #3 Denville, NJ 07834				
★ = Primary contact				