

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

2,354,000	Total Universe / Universe Rate	\$75.00/M
130,700	30-Day Retired Movers Age 65+	+ \$10.00/M
93,300	30-Day Retired Movers Age 70+	+ \$10.00/M
2,354,000	12 Mos Retired Movers Age 65+	\$75.00/M
371,000	12 Mos New Movers Occupation: Retired	\$10.00/M
	At Email Address. 3rd Party Append	+ \$25.00/M
	Facebook Ad \$25/M Base + \$7/M	

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	11/30/2020

DATA CARD MAINTENANCE

New To System	02/12/2014
"New to System"	02/13/2014
Announcement	
Last Update	12/11/2020
Next Update	01/08/2021
Update Frequency	MONTHLY

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!

Perfect file for travel, home décor, investments, non-profits offers and more!

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!

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	\$750.00
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 be at full rental rate. Orders received & processed will incur a \$100/F cancel fee, \$15/M run charges & shipping/ material fees.	
Home ownership vs. Renters	\$10.00/M		
Credit Score	\$15.00/M		
Credit Card Type	\$10.00/M		
Facebook Ad Match	\$25.00/M		
Facebook Onboarding	\$7.00/M		

MANAGER
DSA Direct, LLC

GENDER

Male	44%
Female	41%

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