

**MOVING DAYS**

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1,400,000 12/09 NEW MOVERS \$75/M  
8,400,000 4TH QTR 09 NEW MOVERS \$75/M  
FUNDRAISING RATE \$60/M

SUMMARY: NEW MOVERS ARE ONE OF THE STRONGEST AND MOST RESPONSIVE AUDIENCES FOR DIRECT MARKETERS. THEY REPRESENT A VERY DESIRABLE AUDIENCE IN NEED OF A WIDE VARIETY OF PRODUCTS AND SERVICES. FROM FURNISHINGS, HOUSEWARES AND INTERNET PROVIDERS TO GENERAL MERCHANDISE, HOME IMPROVEMENT AND CREDIT CARDS, THESE NEW MOVERS ARE IN A BUYING MOOD. ADDITIONALLY, CHOOSE FROM THE FOLLOWING SELECTIONS TO FURTHER PINPOINT YOUR DESIRED AUDIENCE: EXACT AGE, INCOME, PRESENCE OF CHILDREN, TYPE OF DWELLING UNIT AND CREDIT CARDS.

**AGE:**

38,395 20-24  
40,518 25-29  
84,578 30-39  
70,166 40-49  
46,957 50-59  
24,685 60-69  
31,790 70+

**INCOME:**

94,686 UNDER \$24,999  
882,235 \$25,000-\$49,999  
364,854 \$50,000-\$74,999  
164,219 \$75,000-\$99,999  
65,595 \$100,000-\$199,999

**CHILDREN:**

9,462 AGE 0-2  
16,973 AGE 3-5  
20,722 AGE 6-10  
25,887 AGE 11-15

DEMOGRAPHICS: 55% FEMALE  
45% MALE

SOURCE: 100% REAL ESTATE RECORDS

CANCELLATION POLICY: ALL ORDERS CANCELLED AFTER MAIL DATE WILL BE BILLED AT FULL RENTAL RATES. ORDERS CANCELLED PRIOR TO MAIL DATE WILL BE BILLED RUNNING CHARGES + \$50.00 FLAT FEE.

**MOVDAYM**

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JANUARY 2010

**MATERIAL:**

E-MAIL \$60.00/F

**SELECTIONS:**

STATE/SCF \$7.00/M

ZIP \$7.00/M

SEX \$7.00/M

SPLIT \$7.00/M

AGE \$10.00/M

CREDIT CD \$10.00/M

INCOME \$7.00/M

DWELL TYPE \$7.00/M

PRESENCE CHILDREN  
\$10.00/M

RECIPROCAL SELECT  
PRICING APPLIES

SAMPLE REQUIRED

MINIMUM: 5,000