

THE TRIGGER BASE NEW MOVERS

291,560	New Movers	\$85.00/M
26,476	1 Month Hotline	+10.00/M
81,485	3 Month Hotline	+5.00/M

Description

Whether these new movers relocated just a few miles away or to another state, this significant lifestyle change triggers the need for a wide range of products and services.

These new movers from the Trigger Base file come from utility bills and are likely to be responsive to a variety of offers such as insurance, credit cards, loans, telecommunication services, videos/CD clubs, catalogs, subscriptions, etc.

Source

Utility Bills.

Demographics

Average Age: 45
Average Income: \$50,000
41% Male
43% Female

Addressing

Running Charges.....	8.00/M
FTP Fee	50.00
E-mail Fee	50.00
Cartridge Fee	50.00

Selections

Age	10.00/M
Gender	5.00/M
Geo	5.00/M
Income	10.00/M
Homeowner	10.00/M
Presence of Children	10.00/M
Mail Order Buyers	10.00/M

Please inquire for additional selects.

Minimum Order: 7,500

Updates: Monthly



List Management **Plus**

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