

American Dream New Homeowners @ Postal & Email Addresses

January 2012

SEGMENTS

547,506	30 Day New Homeowners @ Postal Address @ Email Address	\$95.00/M + \$15/M Hotline + \$25.00/M
138,255	30 Day - Newlyweds	
214,609	30 Day - First-Time Homeowners	
191,735	30 Day - Families with Children	
35,012	30 Day - Pre-Retirees	
51,589	30 Day - New Singles	

DESCRIPTION

The American Dream New Homeowners file offers marketers a unique opportunity to target new homeowners who, in addition to making a move, are also in the midst of another lifestyle shift. **Reach new homeowners representing newlyweds, first time homeowners, families with young children, pre-retirees, new singles, and more.**

While new homeowners are more credit qualified than ever, their cash flow is more restricted as lenders require more substantial down payments. The extent of their needs in terms of products and services increases exponentially when combined with an additional life changing experience, making these consumers *excellent prospects for credit, installment & continuity products and services*. Consider this file for financial, insurance and home maintenance services. It will also work well for offers of home décor & home enhancement products, indoor/outdoor furniture & shelter magazines. Sample mailing pieces required .

Additional New Homeowners counts:

<u>New Homeowners</u>	<u>90 day = 1,536,385</u>	<u>12 Mo = 6,208,349</u>
<u>Newlyweds:</u>	90 day = 295,566	12 Mo = 1,182,264
<u>First Time homeowners :</u>	90 Day = 459,447	12 Mo = 1,837,788
<u>Families With Children:</u>	90 Day = 389,535	12 Mo = 1,558,140
<u>Pre-Retirees:</u>	90 Day = 76,263	12 Mo = 305,052
<u>New Singles:</u>	90 Day = 102,894	12 Mo = 411,576

We believe information provided herewith to be correct but we cannot guarantee the accuracy or results of the marketing campaign.

SELECTS	
30 Day Hotline	\$15.00/M
60 Day Hotline	\$10.00/M
90 Day Hotline	\$5.00/M
Age	\$10.00/M
Income	\$10.00/M
Mail Order Buyers	\$10.00/M
Gender/Sex	\$7.50/M
State	\$7.50/M
SCF	\$7.50/M
Zip	\$7.50/M
MINIMUM ORDER	
Quantity:	10,000
REUSE	
Please inquire	
CANCELLATION	
Charges:	\$50.00 /F
KEY CODING	
Please inquire	
ADDRESSING	
EMAIL/FTP	\$50.00/F
MAG TAPE	\$50.00/F
RUN CHARGE	\$7.50/M
ZIP TAPE	\$35.00/F

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