

FIRST IN New Movers

Postal Universe	3,452,494	\$90/M
Monthly Hotline	351,177	+\$10/M
Weekly Hotline	98,114	+\$15/M

FIRST IN New Movers is a unique source of new movers offers unmatched uniques, freshness and outstanding coverage. Having just moved, this is a prime audience for a variety of offers such as home furnishings, home improvements, electronics, home services and much more! Updated weekly, only movers into addresses of newly constructed residences and resell homes make it onto this list. Developed using postal intelligence and powered by Valassis' unique patent-pending technology.

Being first in the mailbox is key to a winning strategy with new movers. On average 13% of U.S. households move every year. These folks need more of just about everything from catalog merchandise to financial products. These consumers are active, ready to buy and often they become a customer for life. FIRST IN is the most complete source of inhabited new construction homes and previously unoccupied homes on the market. Don't take our word for it, just listen to what some of our clients' have to say, "invaluable source for unique new mover addresses not found on other new mover databases", "identifies 30% to 40% more unique addresses than other sources", "out performed every other file in the mail plan."

AWI's FIRST IN New Movers offers monthly or weekly hotlines and other key demographic selects. Be first in the mailbox with AWI! AWI is your multi-channel solutions partner! AWI is your one-stop shop to be first in the mailbox and the Inbox! AWI literally delivers your emails! AWI email services price includes HTML setup, transmission, testing, and reporting. Counts are updated weekly and published quarterly. Please inquire about usage.

Visit us at andrewswharton.com for all your marketing needs!

To place an order or for more information please email us at becertain@andrewswharton.com.

LAST UPDATED

4/1/2021
Counts updated weekly, published quarterly.

SELECTS

Monthly Hotline	\$10/M
Weekly Hotline	\$15/M
Geo/Geographical	\$5/M
Age	\$5/M
Income	\$5/M
Presence of Child	\$10/M
Renter	\$10/M

ADDRESSING

EMAIL/FTP \$50/F

MINIMUM ORDER QUANTITY

Postal Universe 10,000

NET NAME AVAILABLE

85% on orders ≥ 50000 \$10/M Run Charge

REUSE AVAILABLE

Minimum Reuse Order 5,000

TRACKING CODE ID

NextMark ID 261977

SRDS ID 948573-0

Prepayment required for first time and email clients. Each rental provides only one-time use. Sample mailing, telemarketing script, and/or emailing creative required. Orders cancelled after original mail date require payment in full; prior to original mail date subject to \$150 cancellation fee per order, \$10/M running charge, format charges, and shipping costs. Email orders cancelled after creative testing subject to \$150 cancellation fee per order.