

New Home Buyers

Postal Universe	3,076,525	\$90/M
Monthly Hotline	316,864	+\$10/M

New Home Buyers from AWI reaches weekly new movers who have just purchased a new home! This consumer universe is in buying mode and super excited to receive mail at their brand new home!

AWI delivers a ready to purchase audience with New Home Buyers. Even better, with their new home these consumers need just about everything from catalog merchandise to financial products. This consumer universe is extremely active, ready to buy, and often become a customer for life.

The New Home Buyers from AWI database is updated weekly through county courthouse records of deeds and has been enhanced to identify a myriad of demographic and lifestyle attributes such as families with children and household income.

Be first in the mailbox with AWI! Counts are updated monthly and published quarterly. Please inquire about usage.

Are you looking for a 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.

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 monthly, published quarterly.

SELECTS

Monthly Hotline	\$10/M
Geo/Geographical	\$5/M
Gender/Sex	\$5/M
Age	\$10/M
Income	\$10/M
Household Income	\$10/M
Presence of Child	\$10/M
Dwelling Size/Type	\$10/M
Mortgage Amount	\$10/M
Risk Score	\$25/M
Phone Number	\$45/M

ADDRESSING

EMAIL/FTP \$50/F

MINIMUM ORDER QUANTITY

Postal Universe 12,000

NET NAME AVAILABLE

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

ADDITIONAL INFORMATION

% Female 52%
% Male 40%

TRACKING CODE ID

NextMark ID 277533
SRDS ID 919195-0

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.