



A Moving Experience

Magazine Subscriber Self-Reported COA's

1,150,000	30 Day Hotline	\$105.00/M
300,000	Weekly Hotline	+ \$ 15.00/M
42,060	1 Mos. Hispanic	+ \$ 11.00/M
3,500	1 Mos. Spanish Spkg	+ \$ 11.00/M
3,500,000	3 Month Hotline	\$ 95.00/M
6,500,000	6 Month Hotline	\$ 90.00/M
	Fundraising	\$ 75.00/M

Description:

A Moving Experience delivers New Movers to market faster and more accurately than any other source.

These new movers have self-reported their change of address to the magazine(s) they subscribe to either on-line or thru the mail. All are paid, active subscribers whose initial subscription was generated via direct response.

This file updates weekly, with each record containing a full name as well as current AND former address.

New Movers will spend more money in the first six months of relocation than they will during the next three years to set up the new household. Typical purchases include furniture/home décor, carpeting & flooring, home improvements & hardware, appliances, and services (pool, lawn, etc). Additionally, new movers want to establish local retail services (cleaners, groceries, etc) for their ongoing needs.

Selections:

State, SCF, ZIP, Radius of Move	\$11.00/M
Adult Gender / Marital Status	\$ 7.00/M
Age of Adult	\$11.00/M
Income	\$11.00/M
Presence of Children by Age/Gender	\$11.00/M
Homeowner / Dwelling Type	\$11.00/M
Ethnicity / Religion	\$11.00/M
Mail Order Buyers / Donors	\$11.00/M
Credit Card Type (Bank, Retail)	\$11.00/M
Interests/Hobbies	\$11.00/M

Please inquire for additional selections!

AVRICK DIRECT, INC.

2021 Tremonto Road • Santa Barbara, CA 93103
Ph: 805.683.6551 • Fax: 805.683.6553 • www.avrickdirect.com

LIST TYPE

Weekly Update File

UNIVERSE

6 Month 6,500,000

GEOGRAPHY

United States

SOURCE

Self-reported Magazine
Subscriber COA's

GENDER PROFILE

50% Men / 50% Women

MINIMUM ORDER

5,000 minimum order

MEDIA TYPE

Email/FTP: \$50 Flat
CD Rom/Cartridge: \$35 Flat

ORDERS OR COUNTS FOR THIS QUALITY LIST:

Orders: orders@avrick.com
Counts: counts@avrick.com
Phone: (805) 683-6551
Fax: (805) 683-6553

CONTACT INFORMATION

Doreen Burk
Email: doreen@avrick.com

OR

Laurence Shoobs
Email: Larry@avrick.com