



## MOVIN & SPENDIN Hispanics

95,000	30 Day Movers	\$85/M+\$16/M
	Fundraising	\$70/M

### Description:

The Hispanic community is one of the hottest and fastest growing segments in the U.S. population. These new movers use their disposable income and credit cards to purchase a wide variety of products, merchandise and services. Movin' & Spendin' is the largest and most current new mover file available on the market today! New movers are proven direct mail responsive

### Selections:

Spanish Spoken at Home	\$11.00/M
Credit Card by Type	\$11.00/M
Number of Credit Cards	\$11.00/M
Age	\$11.00/M
Income	\$11.00/M
Gender	\$7.00/M
Homeowner	\$11.00/M
Dwelling Type	\$11.00/M
Home Market Value Range	\$11.00/M
Mortgage Amount	\$11.00/M
Purchase Amount	\$11.00/M
Assessed Value Range	\$11.00/M
Available Equity Range	\$11.00/M
Geography	\$7.00/M
Ethnicity / Religion	\$11.00/M
Presence of Pool	\$11.00/M
Marital Status	\$11.00/M
Distance of Move	\$11.00/M
Apparel Buyers by Type: <i>Women's, Men's, Pre-Teen, Intimate Apparel</i>	\$11.00/M
Mail Order Buyer by Type: <i>Catalog; General Merchandise; Children's Reading; Health, Fitness, Exercise; Entertainment; Books, Music; Magazines; Investment, Financial Opportunities; Beauty Products; Sweepstakes Entrants</i>	\$11.00/M
Hobby Buyers by Type: <i>Craft's, Sewing - Buyer; Fishing; Gardening; Gourmet Cooking / Fine Food; Hunting/Shooting; Motorcycle; NASCAR; or Stamps, Coins, Collectibles</i>	\$11.00/M

Please inquire for additional selections!

### AVRICK DIRECT, INC.

1021 Tremonto Road, Santa Barbara, CA 93103  
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#### LIST TYPE

30 Day Hotline

#### UNIVERSE

6 Month 570,000

#### GEOGRAPHY

United States

#### SOURCE

Utility hookups, self reported and magazine subscription changes. Hispanic by geo and surname.

#### GENDER PROFILE

60% Males / 40% Females

#### 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

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