

NEW MOVERS

0-12 month postal: 662,025

Every year between 12% and 16% of us move home. It is at this time we become more responsive to a range of offers relating to house and home – from financial services, gardening products, furniture and soft furnishings. There is money to spend and needs to be met. The key for marketers is to identify these lucrative consumers as quickly as possible. The data sources used in the New Movers database include; lifestyle surveys, company director's data, ER rolling register, ER annual collection and Experian National Canvases.

Monthly Movers Volume

	Postal
January	14,490
February	3,982
March	768
April	1,222
May	25,863
June	22,750
July	21,740
August	28,708
September	26,639
October	502,187
November	9,097
December	4,579

Recommended Users

- Mail order
- Telecommunications
- ISP's
- Gardening
- Insurance

Rental Rates

Named data	£70	/000
Geography	£5	/000
Geodemographic	£20	/000
Run on fee	£10	/000
Production fixed	£50	

Terms & Conditions

Sample mail piece required
 Rates for one time usage only
 Minimum order 5,000 records
 All costs exclude VAT