

# New Homeowners Database



# Whitestone Data

TODAY'S BEST LISTS

[www.whitestonedatallc.com](http://www.whitestonedatallc.com)

2,863,254	Total Universe / Base Rate	\$75.00 /M
185,265	Monthly Hotline	\$95.00 /M
36,785	Weekly Hotline	\$125.00 /M
	Weekly Hotline w/phones	\$220.00 /M

## Summary Description

With the WhitestoneData New Homeowners Database you are reaching new movers who are in the market to buy your products and services now! New movers spend more money in the first six months than they would in the next five years. New Homeowners are buying housewares and décor, lawn and garden services and supplies, security, cable, furniture, banking, credit cards and much more! With Welcome to the Neighborhood, you can tap into over \$150 billion in New Mover spending. Updated weekly and with an enhanced list of selects rest assured you are targeting your next best prospect.

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**Average Age: 35**

**Average HHI: \$45,000**

## Selects:

12 Month hotline	\$5/m
3 Month hotline	\$5/m
6 Month hotline	\$5/m
Credit card buyers	\$5/m
Ethnicity	\$10/m
Mail order buyers	\$5/m
Monthly hotline	\$5/m
Phone number	\$10/m
Presence of children	\$10/m

## Media / Shipping:

Diskette	\$35/F
CD	\$35/F
Email	\$50/F
FTP	\$50/F

Payment Due 30 days after mail date.  
Minimum Order: 5,000  
For net arrangements and run charges  
please inquire.