



Valassis offers a unique New Mover file available to marketers of all sizes and offerings:

- Phone and Internet Service Providers
- Credit and Financial Services Providers
- Travel and Auto Services
- Satellite, Cable, and Internet Providers
- Home Furnishings Catalogs
- Regional and Home Publishers
- And many other marketing sectors

Valassis New Movers are Highly Selectable

- **Home Ownership** - Owner vs. renter
- **Home Income** - The estimated (total) household income
- **Home Value** - Estimated value of the home in the marketplace
- **Dwelling Status** – SFDU & MFDU
- **Age** - The age of the head of household
- **Hispanic** - Neighborhoods with high density of Hispanic households
- **Contact Name** - The name of the head of household
- **Telephone** - The primary phone number for the household
- **Estimated Move Date** - Date of when the mover was added to the file
- **Move Distance** - Number of miles between old and new residence

America's Most Comprehensive New Mover List

From the compiler of the nation's most comprehensive database of consumer households, comes a New Movers list that contains up to 30% more new movers than any other major resource. The Valassis New Mover mailing list is 5 digit ZIP/Automation ready, thus the file can bypass standard CASS processing which can save mailers time and money as it can be loaded right into your standard presorting process.

Address Changes Based on Postal Intelligence

The Valassis National Database flags each unoccupied home on the file as soon as the address is vacated. We then combine postal updates and our patent-pending data verification procedure to identify the new occupants of those homes. This "Postal Intelligence" enables Valassis to accurately track addresses as they move from an unoccupied to an occupied status.

Where other new mover resources are solely deed or telecommunications-based, the Valassis New Mover database goes further by incorporating our exclusive Postal Intelligence to identify new residents and new construction records. This ensures that you are accurately targeting actual new movers versus those who just added or changed a phone line.

Valassis Lists New Movers Sources Include:

- Postal Intelligence
- New Construction
- Telephone New Connects
- Homeowner Deed Registrations



Unique New Construction Data

Adding to the comprehensiveness of the Valassis New Mover file is our New Construction component. When merged with other new mover files, our New Construction records are up to 98% unique.

Weekly Speed to Market

The postal intelligence proprietary methodology and all additional sources are updated and available to our customers on a weekly basis.