



data  
that  
delivers

Call us weekdays 8<sup>00</sup> - 16<sup>00</sup>

+61 2 8064 7276

## New Movers

Approximately 67% of New Zealand's households and individuals that change address advise New Zealand Post. New Zealand has been capturing this movement data since mid 1994.

The list allows marketers to target up to 17000 "new movers" monthly, when they are most likely to be seeking new suppliers. Allows identification of households that move within specific time periods. Selections includes date of move, home ownership, gender, geographical location, postcode.

LIST DETAILS	
Quantity	1.2mil
Selections	Gender Home Ownership Recency Address type Geographic Location
PRICING	
Minimum Order	2,000
Deliverability	95%
Lead Time	3-5 days
Notes	Hirers are required to include record number identifier on the mailing piece as first line of address in reduce font. This will facilitate dead mail updating by the list owner.
Terms & Conditions	List rental costs cover one time usage only. All data is seeded with dummy names to detect unauthorized use and copying in any form is prohibited. Two sample mailing packages will be required for approval by owner.  We require a signed copy of our list rental agreement and order form prior to any order being processed.  Payment is required on delivery of data unless arranged otherwise. 10% GST applies to all Australian Companies.

**The List Group** - Direct Marketing List Management & Brokerage

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