



New Homeowner Co-op

New Homeowner Co-op: Reach Today's New Homeowners - FIRST!

This New Homeowner program is a cooperative mailing where advertisers can reach new homeowners via direct mail kit received at the homeowner's new mailbox within 7 to 14 days of their move. Advertiser's offers are included in this kit to help new homeowners conveniently acquire necessary products and services.

Program Benefits:

- Total circulation is 3,525,000 annually
- Targets only new homeowners, no renters
 - More credit worthy and have a higher discretionary income
 - New movers spend 8-10 times more than a non-mover, spend \$10K on non-move related items in the first 90 days and purchase more services in first 6 months of move date than they do in the next 5 years
- Program mails weekly

Program Components:

- Printed inserts or product samples inside envelope
- Personalized messaging on front and back of 'welcome letter' that can drive to nearest retail location, website, or any other customized verbiage triggered by the address of the new homeowner
- Banner/Slider on WelcomeHome website linking to company website (www.welcomehomeowner.com)
- Names and addresses of New Homeowners mailed can be supplied to mail in perpetuity

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| Minimum Quantity: | 3 month distribution |
| Participation includes: | National Distribution |
| | Printing (2 sided, 5 3/8 x 8 1/4, 4-color, high gloss) |
| | New mover mailing list |
| | Outer-envelope logo |
| | Welcome letter endorsement |
| Specs: | No larger than 5 1/2" x 8 1/2" folded, .10 oz |
| Selects: | Available upon request, additional charges may apply |



For more information contact:

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