

# Welcome Wagon New Mover Gift Book Program

1,320,000 Annually

Media Rate: Inquire



Welcome Wagon is the world's largest welcoming service to the new mover. New Movers spend more in YEAR ONE of a move than any other. Reach these movers and their families within two to three weeks of their move by including an insert with the Welcome Wagon Gift Book. The book is designed to welcome movers to their new neighborhood and includes a community guide and various incentive and discount offers from local and national merchants. Your insert will be placed on top of the book which is enclosed in a mailing envelope.

## CONSUMER PROFILE

- 50% Female
- Average Age: 38
- Average Income: \$71,000
- 90%-100% homeowners
- 42% of those moving into a home are first-time home buyers
- Movers spend 20 times more on household products than non-movers
- New homeowners spend approximately \$10,000 on move-related goods and over \$9,000 on home-related products

## PROGRAM NOTES

- Category exclusivity – one insert per category accepted per package
- Mover information obtained from warranty deeds through public records and telephone-verified
- On-page opportunities available – please inquire

## PROGRAM USAGE

- Hayneedle
- Life Insurance
- Pest Control Service
- Satellite TV
- Wine Mailer

## PROGRAM SPECS

### Minimum Quantity

110,000

### Maximum Size

5 ½" x 8"

### Minimum Size

3 ½" x 5 ½"

### Maximum Weight

.25 oz. (inquire for overweight)

### Maximum Inserts

12



*All orders cancelled or reduced within 90 days prior to mail date will be subject to payment at full media rate. Sample mail piece required.*



To inquire about advertising opportunities in this program, please contact:

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