



## New Homeowner Co-op 1 Year Anniversary

### Homeowner Co-op: Reach Homeowners on the One-Year Anniversary of Their Move

This program is a cooperative mailing where advertisers can reach homeowners via a direct mail kit received at the homeowner's mailbox approximately 12 months after their initial move. Advertiser's offers are included in this kit to help homeowners conveniently acquire necessary products and services for their home.

#### Program Benefits:

- Circulation is 700,000, 3X Annually
  - Reach homeowners on the one-year anniversary of their move  
These consumers are still making upgrades to their new home, turning to secondary needs or considering switching to new brands and services now that they have acclimated to home ownership. Relevant categories may include: Insurance, Financial Services, Pay TV/Telecom, Home Improvement, Lawn Care, and Local Services (cleaners, restaurants, grocery stores, etc.)

#### Program Components:

- Printed inserts or product samples inside envelope
- Names and addresses of established homeowners mailed can be supplied in perpetuity

<b>Minimum Quantity:</b>	700,000
<b>Participation includes:</b>	National Distribution Printing (2 sided, 5 3/8 x 8 1/4, 4-color, high gloss) New mover mailing list Outer-envelope logo
<b>Specs:</b>	No larger than 5 1/2" x 8 1/2" folded, .10 oz
<b>Selects:</b>	Available upon request, additional charges may apply
<b>Rate:</b>	\$125/M



For more information contact: Media Resource Group, 914-244-4250