



NHD

The National Homemovers Database (NHD) was established in 1992 by The REaD Group to address the problem of identifying and targeting those people who have moved house. The file has now become one of the longest established, most trusted and effective movers files within the marketplace. The file is built from the annual edited electoral register together with rolling register updates throughout the year.

- Overview
- Gender
- Age

Profile

New movers
 51% female
 All

Rates

Base Rental	
0-12 months	£120/000
13-24 months	£75/000
Selections	
Gender	£5/000
No. of Years Residency	£5/000
Geography	£5/000
Modelled Age Band	£10/000
Interest in DIY	£10/000
Lifestyle Selections	£10/000
Council Tax Banding	£10/000
CAMEO Property Value	£10/000
Property Attributes	£10/000
Home Insurance Renewal (month)	£10/000
Telephone Numbers	Pricing on request
Other Selections	More available, please enquire
Run on Charge	£10/000
Production/Delivery	£30
Minimum Order	£750

0-12 month volume: 1 million approx

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Fresh Data:

Compiled only from trusted and verified sources – the electoral roll and local authority data – this file is more up to date and accurate than many other new mover files on the market. Data is collected when individuals register to vote or pay their council tax, meaning that every record is a confirmed home mover and your mailing can benefit from the availability of a name attached to every record.

Counts and Data Delivery:

We make it our aim to deliver efficient and outstanding account management and customer service. If you work to tight deadlines, we'll work to tighter ones. Generally we ask for 24 hours on basic data counts (48 hours for previous order exclusions or more complex counts) and 3 days for data delivery. However, if you're in a rush give us your deadline, we'll do everything we can to meet it.

NHMDPL001

The National Homemovers Database Postal Data is available through the Media Management division of Scientia Data:

We offer a friendly and professional approach to business, underpinned by extensive experience and in-depth knowledge of the direct marketing industry – all of which enables us to deliver a superior level of service and account management to our customers. Our clients tell us this is what differentiates us from our competitors and why they continue to come back time and time again.