



HUGO DUNHILL MAILING LISTS
 SALES LEADS * PROSPECTING LISTS * E-MAIL LISTS
 11211 John Galt Boulevard Omaha, NE 68137
 Toll Free: 800-223-6454 www.hdml.com

DC Source - Consumers with Life Changing Events

List: 6112-4

DC Source - Consumers with Life Changing Events

Count: 57,798,190

The DC Source - Consumers with Life Changing Events file consists of 57,798,190 records. Reach highly-responsive consumers who have recently undergone a major life change! As these consumers' needs have changed, they are in the market for products and services which will enhance their new situation. Target the timing and type of offer you make to these active responders as they enter a new period of their lives.

The DC Source - Consumers with Life Changing Events list is NCOA'd quarterly.

Selections by Life Changing Event

Child near High School Graduation	6,899,285
Empty Nester	37,828,242
Expecting Parents	64,238
New Parent (Under 6 Months, Under 9 Months, Under 12 Months)	4,578,631
New Teen Driver	20,486,073
Newlywed	564,165
Recent Divorce	57,798,190

Other Selections Available

- Age - Age Ranges, Day of Date of Birth, Month of Date of Birth, Year of Date of Birth
- Ailments
- Children Present in Household
- Dwelling Type
- Gender
- Home Market Value
- Homeowner or Renter
- Income
- Length of Residence
- Marital Status
- Net Worth
- Telephone Numbers

Pricing 25% Commission to Recognized Brokers

Base	\$ 80/M	Title Address	\$ 5/M	Cheshire	No Charge
Minimum Order	\$ 250	Job Title	\$ 5/M	PS Labels	\$ 7/M
Unlimited Use	\$ 160/M	Gender	\$ 5/M	Galley	\$ 10/M
Duplicate Set	\$ 40/M	SCF	\$ 5/M	Diskette	\$ 25/F
Run Charges	\$ 10/M	County	\$ 5/M	CD-Rom	\$ 25/F
Special Sort	\$ 5/M	Zip Codes	\$ 5/M	E-mail Delivery	\$ 25/F
Size Select	\$ 5/M	State	No Charge	Age	\$ 5/M
Key Code	\$ 3/M	Zip + 4	No Charge	Income	\$ 5/M
Marital Status	\$ 5/M	Presence of Children	\$ 5/M	Phones	\$ 15/M

Contact

Tel: 800.223.6454

Email: counts@hdml.com