



www.moveme.com

Background

The Royal Mail post redirection service yields upwards of 25,000 moves each month. Moveme in association with The Royal Mail delivers a box of welcoming goodies to people on their first day in their new homes. This is indeed a unique route to new home movers and provides an accountable channel to target consumers on the very day they move home. The box is delivered by courier into the hands of the mover at their new address. These savvy consumers use an online utility from moveme.com to aid their move and they are rewarded with the Moveme Box which is packed full of useful items. This will undoubtedly appeal to a wide range of advertisers and is also available to promote product samples and catalogues etc.

As the box is delivered by courier there are no weight restrictions or wastage.

Key Characteristics

- Highly affluent individuals
- Professionals
- Highly effective distribution

Profile

- Cash rich and time poor
- Above average levels of disposable income

Lifestyle Analysis

- Personal finance
- Health clubs
- Premium cars
- Travel
- Eating out
- Gardening
- Charities



This unique advertising method is sure to work well for most advertisers seeking highly receptive consumers. Call now to arrange your booking.



RATES & DATA	
Gross Rate	£65/'000
Agency Commission	15%
Max Size	A5
Max Weight	90g
Monthly Volume	c25,000



Call Steve or Esther now for details

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