

Business Professionals Ethnic Households Generational Files

Data Cards

BUSINESS PROFESSIONAL AT HOME

Target Over 18 Million Business People And Professionals At Home

Whether you are looking for attorneys or business owners, presidents or secretaries, now you can contact the exact audience necessary by job title without all of the normal business hour distractions. This file offers over eighteen million business people/professionals selectable by job title at their home address. Updated monthly.

Business Professionals at Home

Monthly Hotline: (5000,000+)	\$60.00/M
Total Universe:(500,000+)	\$55.00/M
Job Title/Function:	+\$5.00/M

ETHNIC HOUSEHOLDS

Contact Ethnic Credit Card Shoppers

This national file of active Ethnic credit users is updated monthly from numerous financial institutions in conjunction with FMP's proprietary surname and geographical algorithms.

African Am. (18,000,000+)	\$60.00/M	Italian (9,000,000+)	\$60.00/M
Chinese (2,500,000+)	\$60.00/M	Japanese (1,000,000+)	\$60.00/M
French (6,000,000+)	\$60.00/M	Korean (900,000+)	\$60.00/M
German (17,000,000+)	\$60.00/M	Polish (2,000,000+)	\$60.00/M
Hebrew (5,000,000+)	\$60.00/M	Portuguese (800,000+)	\$60.00/M
Hispanic (25,000,000+)	\$60.00/M	Scottish (19,000,000+)	\$60.00/M
Indian (1,000,000+)	\$60.00/M	Vietnamese (1,000,000+)	\$60.00/M
Irish (20,000,000+)	\$60.00/M		

GENERATIONAL FILES

Reach These Responsive Generation Age Targets

Considering the major lifestyle changes which occur in life – graduation, career changes, marriages, new families, first home purchases, divorce and retirement – these are powerful markets to target, with over \$1 trillion in annual spending power. This enhanced age file is compiled from bank, retail and other financial information nationwide. Updated monthly.

Gen Y	\$60.00/M	Baby Boomers	\$60.00/M
Gen X	\$60.00/M	Spending Seniors	\$60.00/M

Best Uses

Automotive	Magazine/Newspaper	Special Financing Offers
Catalog	Mortgage/Refinance	Sweepstakes
Consumer Products	Restaurant	Tourism/Travel
Continuity Clubs	Retail/Services	
Home Accessories	Secured Credit Cards	

Other

Delivery:

Shipping occurs on or before the third working day from receipt of all required materials

Rush service is available for an additional fee

Requirements:

Minimum test: 5,000 names

Sample mail piece and mail dates

Purchase order or signed order confirmation

Prepayment or payment of previous orders if applicable

Selections

Dwelling Type
Gender
Head of Household
Household Income
Length of Residence
Marital Status
Median Age
Median Education
Median Home Value
Each \$5.00/M extra

Homeowners
Individual Income
Occupation
Presence of Children
Renters
Each \$7.50/M extra

Ethnicity
Exact Age
Telephone Numbers
Each \$10.00/M extra

State
SCF
County
Each \$5.00/M extra

Zip Code
Mileage Radius
Each \$6.00/M extra

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