

# Lifestyles

## Data Cards

### FAMILIES WITH CHILDREN

Reach Families With Children That Have \$1 Trillion In Annual Spending Power  
FMP Direct's relationships with national sources has created this extensive file of households with children. Major lifestyle changes occur within these households constantly—making this population segment's \$1 trillion annual spending power invaluable. This is a national file of families with children under the age of 18. The entire file is enhanced with demographic and lifestyle selections. Updated monthly.

#### Families with Children

Total Universe: (15,000,000+)	\$30.00/M
Children Age 0-5: (5,000,000+)	\$37.50/M
Children Age 6-11: (5,500,000+)	\$37.50/M
Children Age 12-17: (4,500,000+)	\$37.50/M

### SINGLES

Contact Singles When Their Needs Are The Greatest

FMP Direct is able to identify this changing segment of individuals with reliability and frequency. Singles have overwhelming needs. Many have recently moved into new apartments and homes. Credit card acquisitions are a must. New relationships are developing and all are striving to build rewarding careers. This file of singles, widows/widowers, and divorcees is updated monthly to keep pace with this dynamic group of American consumers.

#### Singles

Monthly Hotline: (1,000,000+)	\$35.00/M
Total Universe: (23,000,000+)	\$30.00/M

#### Best Uses

Automotive	Health	Mortgage/Refinance
Catalog	Home Accessories	Restaurant
Consumer Lending	Home Decorating	Retail/Services
Consumer Products	Insurance	Travel/Vacations
Continuity Clubs	Investment	
Credit Cards	Magazine/Newspaper	

#### 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  
Presence of Children  
Renters  
Each \$7.50/M extra

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

FMP Direct  
Libertyville  
Illinois 60048  
800.995.3343  
847.816.1919  
F 847.816.1969  
fmpdirect.com