

# Mail Order Buyers Online Buyers

## Data Cards

### MAIL ORDER BUYERS

Reach Almost Every Active Mail Order Buyer

A large number of selections allow marketers to target virtually every mail order buyer in the country. All individuals on this file are active buyers in good standing and we even identify multi-mail order buyers. This list provides active mail order buyer information that is updated monthly to bring you the freshest buying information possible.

Mail Order Buyers

Monthly Hotline:

(3,000,000+) \$60.00/M

Total Universe:

(35,000,000+) \$55.00/M

Multi-Buyers

+\$5.00/M

### ONLINE BUYERS

One Of The Largest Sources Of Online Consumers

With over 32 million households who rely on home computers for personal, business or educational purposes, FMP Direct offers a premier market segment with purchase information. These consumers have bought technical products ranging from software to computer equipment to DVD players, and are likely to buy again. Sourced from online product registrations, this file is updated monthly.

Online Buyers

Monthly Hotline:

(1,000,000+) \$75.00/M

Total Universe:

(32,000,000+) \$70.00/M

#### Best Uses

|                     |                         |                    |
|---------------------|-------------------------|--------------------|
| Books/Music         | Electronics/Photography | Hi-Tech Products   |
| Catalog             | Entertainment/Travel    | Investment/Finance |
| Children's Products | Fundraising             | Magazine/Newspaper |
| Collectibles        | Gardening               | Pet Products       |
| Consumer Products   | Gifts/Apparel           | Retail/Services    |
| Crafts/Hobbies      | Health                  | Tourism            |

#### 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

#### Selections

Bank Cardholders  
Homeowners  
Individual Income  
Occupation  
Presence of Children  
Renters  
Retail Cardholders  
Each \$7.50/M extra  
Ethnicity  
Exact Age  
Mail Responsive Donors  
Telephone Numbers  
Each \$10.00/M extra

#### 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

State  
SCF  
County  
Each \$5.00/M extra  
Zip Code  
Mileage Radius  
Each \$6.00/M extra

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