

Singles

Contact singles when their needs are the greatest.

FMP Direct is able to identify this changing segment of individuals with reliability and frequency. Active singles identified through recent purchase activity 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 enhanced with consumer response data and updated monthly with financial data to keep pace with this dynamic group of American consumers.

Monthly Hotline: (1,000,000+)
\$55.00/M

Total Universe: (25,000,000+)
\$45.00/M

Selections

Dwelling Type	County	Bank Cardholders	Ethnicity
Education	SCF	Occupation	Exact Age
Gender	State	Number of Children	Homeowners
Home Value	Each \$5.00/M extra	Premium Card Buyers	Mail Order Buyers
Household Income		Presence of Children	PRIZM [®] NE
Length of Residence	Mileage Radius	Renters	Telephone Numbers
Median Age	ZIP Code	Retail Card Shoppers	Each \$10.00/M extra
Each \$5.00/M extra	Each \$6.00/M extra	Each \$7.50/M extra	
			Children's Ages
			\$15.00/M extra

Best Uses

Automotive	Electronics	Home Decorating	Restaurant/Fast Food
Clothing	Health/Fitness	Insurance	Retail/Services
Credit Cards	Home Accessories	Magazine/Newspaper	Travel/Vacations

Other

Delivery:

- Shipping generally occurs within 48 hours from receipt of all required materials.

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.



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