

BUSINESS/ETHNIC/ GENERATIONAL DATA CARDS



Business Professionals At Home	Ethnic Households	Generational Files																																																					
<p>Target Over 18 Million Business People and Professionals At Home</p> <p>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.</p> <p>Business Professionals at Home</p> <p>Monthly Hotline: (500,000+) \$60.00/M Total Universe: (18,000,000+) \$55.00/M</p> <p>Job Title/Job Function +\$5.00/M</p>	<p>Contact Ethnic Credit Card Shoppers</p> <p>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.</p> <table border="0"> <tr><td>African American</td><td>(18,000,000+)</td><td>\$60.00/M</td></tr> <tr><td>Chinese</td><td>(2,500,000+)</td><td>" "</td></tr> <tr><td>French</td><td>(6,000,000+)</td><td>" "</td></tr> <tr><td>German</td><td>(17,000,000+)</td><td>" "</td></tr> <tr><td>Hebrew</td><td>(5,000,000+)</td><td>" "</td></tr> <tr><td>Hispanic</td><td>(25,000,000+)</td><td>" "</td></tr> <tr><td>Indian</td><td>(1,000,000+)</td><td>" "</td></tr> <tr><td>Irish</td><td>(20,000,000+)</td><td>" "</td></tr> <tr><td>Italian</td><td>(9,000,000+)</td><td>" "</td></tr> <tr><td>Japanese</td><td>(1,000,000+)</td><td>" "</td></tr> <tr><td>Korean</td><td>(900,000+)</td><td>" "</td></tr> <tr><td>Polish</td><td>(2,000,000+)</td><td>" "</td></tr> <tr><td>Portuguese</td><td>(800,000+)</td><td>" "</td></tr> <tr><td>Scottish</td><td>(19,000,000+)</td><td>" "</td></tr> <tr><td>Vietnamese</td><td>(1,000,000+)</td><td>" "</td></tr> </table>	African American	(18,000,000+)	\$60.00/M	Chinese	(2,500,000+)	" "	French	(6,000,000+)	" "	German	(17,000,000+)	" "	Hebrew	(5,000,000+)	" "	Hispanic	(25,000,000+)	" "	Indian	(1,000,000+)	" "	Irish	(20,000,000+)	" "	Italian	(9,000,000+)	" "	Japanese	(1,000,000+)	" "	Korean	(900,000+)	" "	Polish	(2,000,000+)	" "	Portuguese	(800,000+)	" "	Scottish	(19,000,000+)	" "	Vietnamese	(1,000,000+)	" "	<p>Reach These Responsive Generation Age Targets</p> <p>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 to identify new and active spenders.</p> <p>Generational Files</p> <table border="0"> <tr><td>Gen-Y</td><td>\$60.00/M</td></tr> <tr><td>Gen-X</td><td>\$60.00/M</td></tr> <tr><td>Baby Boomers</td><td>\$60.00/M</td></tr> <tr><td>Spending Seniors</td><td>\$60.00/M</td></tr> </table>	Gen-Y	\$60.00/M	Gen-X	\$60.00/M	Baby Boomers	\$60.00/M	Spending Seniors	\$60.00/M
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VISIT FMPDIRECT.COM FOR ONLINE COUNTS

Selections	
<p>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</p> <p>Homeowners, Individual Income, Occupation, Presence of Children, Renters – each \$7.50/M extra</p>	<p>Ethnicity, Exact Age, Telephone Numbers – each \$10.00/M extra</p> <p>State, SCF, County – \$5.00/M extra; Zip Code, Mileage Radius – \$6.00/M extra</p>
Best Uses	Other
<ul style="list-style-type: none"> • Automotive • Catalog • Consumer Products • Continuity Clubs • Home Accessories • Magazine/Newspaper • Refinance/Mortgage • Restaurant • Retail/Services • Secured Credit Cards • Special Financing Offers • Sweepstakes • Tourism/Travel 	<p>Delivery:</p> <ul style="list-style-type: none"> • Shipping occurs on or before the third working day from receipt of all required materials • Rush service is available for an additional fee <p>Requirements:</p> <ul style="list-style-type: none"> • Minimum test: 5,000 names • Sample mail piece & mail dates • Purchase order or signed order confirmation • Prepayment or payment of previous orders if applicable