

# 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

VISIT [FMPDIRECT.COM](http://FMPDIRECT.COM) FOR ONLINE COUNTS

## 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 – \$5.00/M extra; Zip Code, Mileage Radius – \$6.00/M extra

## Best Uses

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

## Other

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| <p>Delivery:</p> <ul style="list-style-type: none"> <li>• Shipping occurs on or before the third working day from receipt of all required materials</li> <li>• Rush service is available for an additional fee</li> </ul> | <p>Requirements:</p> <ul style="list-style-type: none"> <li>• Minimum test: 5,000 names</li> <li>• Sample mail piece &amp; mail dates</li> <li>• Purchase order or signed order confirmation</li> <li>• Prepayment or payment of previous orders if applicable</li> </ul> |
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