

# MAIL AND 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

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

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

State, SCF, County – \$5.00/M extra; Zip Code, Mileage Radius – \$6.00/M extra

## Best Uses

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

## 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 & mail dates
- Purchase order or signed order confirmation
- Prepayment or payment of previous orders if applicable