

Access American HomeownersSM Reach the American homeowner market with ease.

For over 23 years FMP has been compiling valuable homeowner information. Homeowner's are an important market segment and are constantly in need of everything from home accessories to insurance, credit cards to entertainment and travel, and due to time constraints are prone to catalog and online shopping. Compiled from deed registrations, mortgage data and other reliable public record sources. Updated monthly.

Total Universe: (65,000,000+)
\$55.00/M

New Homeowners (Monthly Hotline): (450,000+)
\$70.00/M

Selections

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

Best Uses

Automotive	Credit Cards	Health/Fitness	Magazine/Newspaper
Banking	Electronics	Home Accessories	Restaurant/Fast Food
Clothing	Entertainment/Travel	Insurance	Retail/Services
Consumer Products	Fundraising	Jewelry	Sporting Goods

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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