

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.



[Printable Version](#)