

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.

Total Universe: (25,000,000+)
\$35.00/M

Children's Age/Gender
+\$15.00/M

Selections

Dwelling Type	County	Bank Cardholders	Ethnicity
Education	SCF	Occupation	Exact Age
Gender	State	Number of Children	Homeowners
Head of Household	Each \$5.00/M extra	Renters	PRIZM [®] <i>NE</i>
Home Value		Retail Card Shoppers	Telephone Numbers
Household Income	Mileage Radius	Each \$7.50/M extra	Each \$10.00/M extra
Length of Residence	ZIP Code		
Marital Status	Each \$6.00/M extra		
Median Age			
Each \$5.00/M extra			

Best Uses

Automotive	Health/Fitness	Magazine/Newspaper	Sports Equipment
Credit Cards	Home Accessories	Restaurant/Fast Food	Travel/Vacations
Electronics	Home Decorating	Retail/Services	
Entertainment	Insurance		

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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