

New Credit AdditionsSM

Contact new shoppers while they are in a buying frenzy.

These new additions to FMP Direct's financial databases include credit buyers such as new homeowners, recent card recipients, card renewals, reactivated credit shoppers, etc.– a dynamic credit buying force.

Monthly Hotline: (1,000,000+)
\$60.00/M

Last 6 Months: (6,000,000+)
\$50.00/M

Selections

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