

## Online Buyers

One of the largest sources of online consumers.

With over 100 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 purchased a variety of merchandise and love the convenience of online shopping. Sourced from product registrations, surveys and questionnaires, this file is updated monthly.

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

Total Universe: (100,000,000+)  
**\$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	<b>Each \$5.00/M extra</b>	Number of Children	PRIZM <sup>®</sup> NE
Home Value		Occupation	Telephone Numbers
Household Income	Mileage Radius	Premium Cards	<b>Each \$10.00/M extra</b>
Length of Residence	ZIP Code	Presence of Children	
Marital Status	<b>Each \$6.00/M extra</b>	Renters	Children's Ages
Median Age		Retail Card Shoppers	<b>\$15.00/M extra</b>
<b>Each \$5.00/M extra</b>		<b>Each \$7.50/M extra</b>	

### Best Uses

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

### 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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