

# Singles

## Singles

Contact singles when their needs are the greatest.

FMP Direct is able to identify this changing segment of individuals with reliability and frequency. Singles 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 updated monthly to keep pace with this dynamic group of American consumers.

Monthly Hotline: (1,000,000+)  
\$40.00/M

Total Universe: (25,000,000+)  
\$30.00/M

### Selections

Dwelling Type	County	Homeowners
Education	SCF	Occupation
Gender	State	Presence of Children
Head of Household	Each \$5.00/M extra	Renters
Home Value		Credit Card Buyers
Household Income	Mileage Radius	Each \$7.50/M extra
Length of Residence	ZIP Code	
Marital Status	Each \$6.00/M extra	Exact Age
Median Age		Telephone Numbers
Each \$5.00/M extra		Each \$10.00/M extra

### Best Uses

Automotive	Credit Cards	Home Decorating	Restaurant/Fast Food
Clothing	Health/Fitness	Insurance	Retail/Services
Consumer Products	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.