

# Aponeo

parcel inserts

## Trebbau exclusive-list



website: [www.aponeo.de](http://www.aponeo.de)  
last update: June 2021

general informationsen:  
+ address insert not possible

target group characteristics  
sexcode  
women: 66% men: 34%

target groups  
+ age: 30- 45 years  
+ age: 45 - 55 years  
+ health  
+ cosmetics  
+ mail order affine

acquisition  
+ ads  
+ inserts  
+ online

## product information

APONEO is a competent and reliable mail-order pharmacy. It offers an extensive range of natural cosmetics, non-prescription medicines, homeopathic preparations, exclusive body care and all other products available in pharmacies. APONEO is also certified "organic" and has these assortments available in their offer. The target group is predominantly women aged 35-55, who understand themselves as health managers for the family, have a medium to high household income and tend to live in the city rather than in the countryside.

The print media are used by a slightly older target group, that also uses the telephone/fax order channel, which is APONEO's second strongest order channel after the shop, but achieves higher shopping baskets compared to the online channel.

## quantity / weight / prices

total capacity	quantity	weight	price
January	30.000	up to 20 gram	170,00 € o/oo
February	30.000	up to 30 gram	175,00 € o/oo
March	30.000	up to 40 gram	180,00 € o/oo
April	30.000	up to 50 gram	185,00 € o/oo
May	30.000		
June	30.000		
July	30.000		
August	30.000		
September	30.000		
October	30.000		
November	30.000		
December	30.000		

## conditions / terms of delivery

maximum-size: DIN A5  
maximum-weight: up to 50 gram  
foreign inserts: 1  
minimum order quantity: 5.000