

Artservice



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Internationale Kunstbücher

website: www.art-service.de

last update: February 2023

target group characteristics

sexcode

women: 59% men: 41%

target groups

- + age: 45 - 55 years
- + age: 50 years +
- + gifts + promotion articles
- + household net budget high
- + art | culture
- + literature
- + habitation / furnish

acquisition

- + catalogue mailing
- + mailings
- + webshop

quality

- + proof of origin
- + date of purchase

product information

Artservice is a mail-order company for high-quality art books and art catalogues of important exhibitions at home and abroad. In addition to the latest new publications and exhibition catalogues, customers will find a number of special offers on photography, design and architecture - sometimes at super-cheap prices and often exclusively available at Artservice.

A rummage section popular with collectors offers signed prints, photographs, single sheets and special editions. The range comprises 51,000 available titles, making it the largest database for art books in Europe.

selections and prices

64.213	clients, last 0-6 months	€ 199,00	o/oo
27.977	clients, last 7-12 months	€ 175,00	o/oo

selection improvements

45.008	clients fashionaffine	€ 180,00	o/oo
21.701	clients finances	€ 180,00	o/oo
16.981	clients donation affine	€ 180,00	o/oo
47.661	clients living/garden	€ 180,00	o/oo
57.726	clients wellness/fitness/healthy eating	€ 180,00	o/oo
63.636	clients educated affinity politics/science/economics	€ 180,00	o/oo

conditions and additional costs

basic selection/provision costs

€ 11,00 per tsd. min. € 200,00
€ 40,00 flat

minimum order quantity

5.000 addresses

minimum invoice amount

50 % of delivery quantity

additional costs:

age selection according to first name

€ 130,00 flat

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

express delivery costs

€ 75,00 flat

flagging

€ 130,00 flat

score-selection

€ 25,00 per tsd.