

Dlno. of employees BEST



last update: April 2023

target group characteristics

sexcode

women: 51% men: 49%

target groups

- + age: 50 years +
- + best ager
- + finances
- + health
- + novelties
- + programme illustrated
- + collectors
- + seniors
- + donations

acquisition

- + ads
- + mailings

quality

- + real age
- + proof of origin

product information

The customers of "DIMA BEST" are subscribers to various magazines as well as buyers of different mail order products.

The customers acquired here thus have a unique combination of magazine and mail order affinity combined with good purchasing power. On the one hand, they are subscribers and readers of magazines, on the other hand, they buy products such as nutritional supplements, are collectors of coins and much more. They all have one thing in common - a very good affinity for buying by mail and they are in the coveted 50+ target group.

Customers are acquired exclusively offline via print promotions such as package inserts at mail order companies and inserts in magazines of large publishing houses. Follow-up offers and cross-selling campaigns result in a high proportion of multiple buyers.

All addresses can be selected by real birth date. The age range is between 50 and 80 years. The addresses are up to date, very well maintained and receive a monthly update.

selections and prices

130.000	clients last 0-6 months	€ 175,00 o/oo
140.000	clients last 7-12 months	€ 165,00 o/oo

conditions and additional costs

basic selection/provision costs

€ 11,00 per tsd. min. € 200,00
€ 40,00 flat min. € 0,00

minimum order quantity

5.000 addresses

minimum invoice amount

60 % of delivery quantity

additional costs:

age selection

€ 8,00 per tsd. min. € 130,00

GDPR compliant delivery of curr. suppressions

€ 75,00 flat min. € 0,00

express delivery costs

€ 75,00 flat

flagging

€ 130,00 flat