

FID VERLAG



product information

The "FID Verlag" helps to realise life goals in the areas of health, investment and success. It publishes specialist books, target group-specific publications as well as magazines and newsletters. The target group responds very well to mail order offers.

selections and prices

66.269	clients/prosp. private 0-6 months	€ 185,00	o/oo
106.697	clients/prosp. private 0-12 months	€ 185,00	o/oo
176.630	clients/prosp. private 0-24 months	€ 170,00	o/oo
276.155	clients/prosp. private in total	€ 155,00	o/oo

selection improvements

	product relation plus	€ 15,00	o/oo
103.579	clients/prosp. mail order buyers	€ 165,00	o/oo
82.860	clients/prosp. onlineaffine	€ 165,00	o/oo
42.848	clients/prosp. finances	€ 165,00	o/oo
15.846	clients/prosp. donation affine	€ 165,00	o/oo
55.399	clients/prosp. living & garden	€ 165,00	o/oo
49.636	clients/prosp. fashionaffine	€ 165,00	o/oo
61.992	clients/prosp. wellness & fitness	€ 165,00	o/oo
72.938	cl./prosp. educated affinity politics/science	€ 165,00	o/oo
47.051	clients/prosp. sweepstakeaffine	€ 165,00	o/oo

FID Verlag GmbH
Fachverlag
für Informationsdienste

website: www.fid-verlag.de
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target group characteristics

sexcode

women: 48% men: 52%

target groups

+ best ager
+ finances
+ women
+ health
+ literature
+ men
+ seniors
+ consumer-/advice magazines
+ further education

acquisition

+ subscriptions
+ ads
+ inserts
+ mailings
+ online
+ webshop

quality

+ proof of origin
+ Robinson cleaned

conditions and additional costs

basic selection/provision costs

€ 11,00 per tsd. min. € 200,00
€ 45,00 flat

minimum order quantity

5.000 addresses

minimum invoice amount

70 % of delivery quantity

additional costs:

flagging

€ 130,00 flat

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

score-selection

€ 25,00 per tsd.

age selection according to first name

€ 130,00 flat min. € 130,00

express delivery costs

€ 75,00 flat