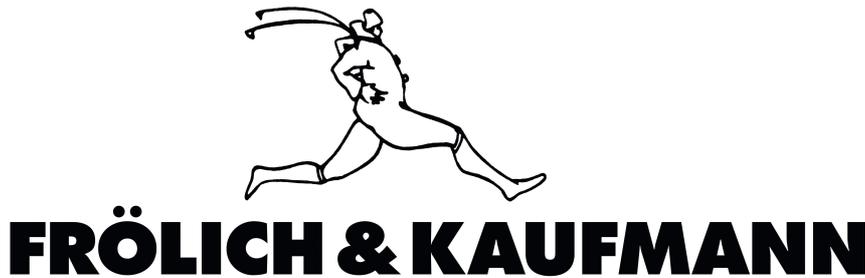


Frölich & Kaufmann

Trebbau exclusive-list



product information

When people talk about the "catalogue of catalogues", art lovers think of the FRÖLICH & KAUFMANN mail order company in Berlin, founded in 1978. The small and compact "catalogue of catalogues" contains numerous tips and trends about the art book scene. Over 60,000 different art books are offered. Whether painting or design, photography or archaeology, there is hardly a wish that is not fulfilled. FRÖLICH & KAUFMANN also offers graphics, special editions, reprints and high-quality prints.

selections and prices

| | | | |
|---------|------------------------------|------------|------|
| 75.454 | clients last 0-6 months | € 199,00 | o/oo |
| 42.095 | clients last 7-12 months | € 175,00 | o/oo |
| 60.660 | clients last 13-24 months | € 140,00 | o/oo |
| 90.225 | clients older than 24 months | € 75,00 | o/oo |
| 113.530 | clients Fundraiser potential | on request | |

selection improvements

| | | | |
|---------|--|----------|------|
| 185.297 | multibuyers plus | € 25,00 | o/oo |
| 135.447 | clients educated affinity politics/science/economics | € 180,00 | o/oo |
| 118.509 | clients online affine | € 180,00 | o/oo |
| 160.077 | clients 1-2 Family houses | € 180,00 | o/oo |
| 87.855 | clients fashionaffine/upmarket+other clothing | € 180,00 | o/oo |
| 43.645 | clients finances | € 180,00 | o/oo |
| 90.638 | clients living/garden | € 180,00 | o/oo |
| 110.640 | clients wellness/fitness/healthy eating | € 180,00 | o/oo |
| 132.127 | clients with higher-very high purchasing power | € 180,00 | o/oo |
| 30.997 | clients lottery participants | € 180,00 | o/oo |

website: www.froelichundkaufmann.de

last update: August 2022

target group characteristics

sexcode

women: 43% men: 57%

target groups

- + age: 50 years +
- + best ager
- + gifts + promotion articles
- + household Netto hoch
- + art | culture
- + literature

acquisition

- + ads
- + catalogue mailing
- + mailings
- + webshop

quality

- + inserts possible
- + Proof of origin
- + date of purchase
- + Robinson cleaned

conditions and additional costs

Basis-selections/Bereitsstellungskosten

€ 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:

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

express delivery costs

€ 75,00 flat

score-selection

€ 25,00 per tsd.

age selection according to first name

€ 130,00 flat

Flagging

€ 130,00 flat