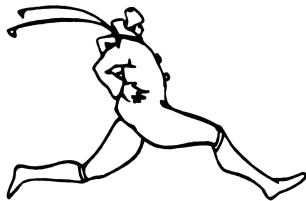


Frölich & Kaufmann

parcel inserts

Treibbau exclusive-list

website: www.froelichundkaufmann.de
last update: August 2022

**FRÖLICH & KAUFMANN****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.

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

quantity / weight / prices

in totalkapazität	quantity	weight	price
January	630.000	up to 20 gram	185,00 € o/oo
February	63.000	up to 30 gram	200,00 € o/oo
March	63.000	up to 100 gram	230,00 € o/oo
April	63.000		
May	63.000		
June	58.000		
July	58.000		
August	58.000		
September	58.000		
October	58.000		
November	84.000		
December	58.000		

conditions / terms of delivery**maximum-size:** DIN A4**maximum-weight:** on request**foreign inserts:** 5**minimum order quantity:** 10.000