

Home & Living buyersinnen



product information

This mail-order company presented selected and high-quality home and garden accessories, as well as a large selection of home textiles. Not all furniture is the same and every home has the right to individual furnishings and a homely atmosphere.

In addition to hard goods, high-quality brand-name lingerie was also on offer.

The very affluent, predominantly female target group, which is predominantly female and aged between 35 and 65, has a very high purchasing power, enjoys an individual lifestyle and appreciates selected, high-quality products in the home and garden sector. They are prepared to spend above-average amounts of money on these products.

This list is inactive and is also rented out to competitors.

selections and prices

30.637 former clients

€ 165,00 o/oo

last update: October 2022

target group characteristics

sexcode

women: 92% men: 8%

target groups

- + age: 50 years +
- + women
- + house | garden | apartment
- + household net budget high
- + novelties
- + habitation / furnish

acquisition

- + inserts
- + catalogue mailing
- + online

quality

- + proof of origin
- + **inactive Liste**
- + Robinson cleaned

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