

## Mediashop



### product information

MediaShop is an internationally operating TV shopping company that operates successfully in 40 countries.

MediaShop's high-quality products are advertised via TV with DRTV spots and infomercials, as well as online. The sales channels also include mail order and stationary trade.

The product range extends from household appliances and fitness equipment to beauty, leisure and much more. Of course, there is also an Internet presence where you can see for yourself at: [www.MediaShop.tv](http://www.MediaShop.tv)

**website:** [www.MediaShop.tv](http://www.MediaShop.tv)

**last update:** April 2023

### target group characteristics

#### sexcode

women: 56% men: 44%

#### target groups

+ age: 50 years +  
+ fitness  
+ house | garden | apartment  
+ cooking | baking  
+ cosmetics  
+ novelties  
+ seniors  
+ habitation / furnish  
+ living | sleep accessories

**order value (Ø) :** € 75,00

#### acquisition

+ DRTV  
+ mailings  
+ online  
+ webshop

#### quality

+ inserts possible  
+ real age  
+ proof of origin  
+ Robinson cleaned

### selections and prices

128.709	multibuyers 0-6 months	€ 220,00 o/oo
88.957	multibuyers 7-12 months	€ 200,00 o/oo
142.502	multibuyers 13-24 months	€ 180,00 o/oo
141.787	multibuyers older than 24 months	€ 160,00 o/oo
184.163	singlebuyers 0-6 months	€ 200,00 o/oo
136.632	singlebuyers 7-12 months	€ 180,00 o/oo
293.937	singlebuyers 13-24 months	€ 160,00 o/oo
726.414	singlebuyers older than 24 months	€ 140,00 o/oo

further selection possibilities available

#### selection improvements

583.467	clients educated affinity politics/science/economics	€ 180,00 o/oo
312.421	clients book lovers/readers	€ 180,00 o/oo
535.490	clients with higher/very high purchasing power	€ 180,00 o/oo
97.063	clients donation affine/ high social interest	€ 180,00 o/oo
805.124	clients onlineaffine	€ 180,00 o/oo
476.030	clients wellness/fitness/healthy eating	€ 180,00 o/oo
190.663	clients beauty fans	€ 180,00 o/oo
108.574	clients bargain hunters	€ 180,00 o/oo
407.389	clients living/garden	€ 180,00 o/oo
423.486	clients fashionaffine/gehobene+sonstige clothing	€ 180,00 o/oo
239.642	clients sweepstakeaffine	€ 180,00 o/oo
885.724	clients 1-2 Family houses	€ 180,00 o/oo

### 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

60 % of delivery quantity

#### additional costs:

##### flagging

€ 130,00 flat

##### age selection

€ 8,00 per tsd. min. € 130,00

##### score-selection

€ 25,00 per tsd.

##### express delivery costs

€ 75,00 flat

##### GDPR compliant delivery of curr. suppressions

€ 75,00 flat