

## Mediashop - Netherlands



### 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.telsell.com](http://www.telsell.com)

**last update:** April 2023

### target group characteristics

#### sexcode

women: 51% men: 49%

#### target groups

+ age: 50 years +  
+ abroad  
+ abroad Netherlands  
+ fitness  
+ house | garden | apartment  
+ cooking | baking  
+ cosmetics  
+ novelties  
+ seniors

**order value (Ø) :** € 75,00

#### acquisition

+ DRTV  
+ online  
+ webshop

#### quality

+ inserts possible  
+ real age  
+ proof of origin

### selections and prices

5.376	multibuyers 0-6 months	€ 260,00 o/oo
4.933	multibuyers 7-12 months	€ 240,00 o/oo
11.032	multibuyers 13-24 months	€ 220,00 o/oo
4.828	multibuyers older than 24 months	€ 200,00 o/oo
33.034	singlebuyers 0-6 months	€ 240,00 o/oo
21.184	singlebuyers 7-12 months	€ 220,00 o/oo
44.858	singlebuyers 13-24 months	€ 200,00 o/oo
56.901	singlebuyers older than 24 months	€ 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:

**GDPR compliant delivery of curr. suppressions**

€ 75,00 flat

#### express delivery costs

€ 75,00 flat

#### flagging

€ 130,00 flat

#### age selection

€ 8,00 per tsd. min. € 130,00