

**Pearl. GmbH**

parcel inserts

**shared exclusivity**



**product information**

With more than 10 million customers PEARL is one of Europe's largest online mail order company for innovative technology, lifestyle products or useful helpers for home & office! The product range includes more than 15,000 articles. The predominantly male target group is mostly multi-buyers who respond positively to offers from the areas of internet & media, financial services, travel, practical novelties and bargains of all kinds.

The customers are acquired over multi-page advertising in millions of copies in well-known computer magazines, ADAC magazines etc. as well as over the Internet. Further selection possibilities, e.g. Internet purchaser, age selection, product purchase are possible.

An average of 280,000 parcels will be sent out to the large buyer community month after month. The Pearl GmbH also offers inserts with recommendation on request. For inserts there is no separation according to private customer / company (approx. 95% private customers) possible.

**quantity / weight / prices**

free capacitys	quantity	weight	price
January	280.000	up to 20 gram	150,00 € o/oo
February	275.000	plus recommendation	30,00 € o/oo
March	265.000	up to 30 gram	160,00 € o/oo
April	243.000	up to 40 gram	170,00 € o/oo
May	240.000	up to 50 gram	180,00 € o/oo
June	273.000		
July	250.000		
August	258.000		
September	257.000		
October	264.000		
November	359.000		
December	400.000		

**website:** www.pearl.de  
**last update:** December 2018

**Allgemeine Informationen:**  
+ addresseseinsatz possible  
+ recommendation-inserts possible

**target group characteristics**  
**sexcode**

women: 24,65% men: 72,3%  
companies:: 3,05% (F): 11% (M): 27,2%

**target groups**

- + age: 30- 45 years
- + age: 45 - 55 years
- + age: from 40 years
- + age: 50 years +
- + computer / telecommunication
- + companies
- + foto / video / digital
- + house | garden | apartment
- + men

**acquisition**

- + ads
- + catalogue mailing
- + online
- + webshop

**selections-possibilities**

- + division between private/business not possible

**conditions / terms of delivery**

**maximum-size:** DIN C5  
**maximum-weight:** up to 50 gram  
**foreign inserts:** 3  
**minimum order quantity:** 10.000

**specials:**

- + upper sizes on request
- + upper weights on request