

Rhenania-Gruppe BuchVersand

Trebbau exclusive-list

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

target group characteristics

sexcode

women: 21% men: 79%

target groups

- + age: 50 years +
- + best ager
- + leisure time
- + gifts + promotion articles
- + Kino | Filme
- + literature
- + men
- + seniors

acquisition

- + ads
- + inserts
- + mailings
- + webshop

quality

- + inserts possible
- + Proof of origin
- + date of purchase
- + Robinson cleaned

Rhenania

Bücher • Musik • Filme • Leben

product information

Since 1946, Rhenania Buchversand have been well known for their mail order business with books and other media products. They are one of the leading suppliers of price-reduced books and other media products of high quality. Also customer service is an important issue for Rhenania. Clients and prospects are won by advertisements (for example "Die Zeit", "FAZ", "TAZ", "Der Spiegel") and other direct marketing campaigns. Due to the structure of the offer, the purchasing frequency and the high order value, it can be assumed that Rhenania's clients have a certain purchasing power, are highly educated and have a great interest in literature of a higher quality.

selections and prices

50.127	clients last 0-6 months	€ 199,00	o/oo
37.407	clients last 7-12 months	€ 175,00	o/oo
61.136	clients last 13-24 months	€ 140,00	o/oo
129.150	clients older than 24 months	€ 75,00	o/oo
141.441	clients Fundraiser potential	€ 180,00	o/oo

selection improvements

198.119	multibuyers plus	€ 25,00	o/oo
123.328	clients educated affinity politics/science/economics	€ 180,00	o/oo
101.505	clients online affine	€ 180,00	o/oo
161.105	clients 1-2 Family houses	€ 180,00	o/oo
93.012	clients fashionaffine/upmarket+other clothing	€ 180,00	o/oo
44.311	clients finances	€ 180,00	o/oo
77.086	clients living/garden	€ 180,00	o/oo
91.538	clients wellness/fitness/healthy eating	€ 180,00	o/oo
114.641	clients with higher-very high purchasing power	€ 180,00	o/oo
45.216	clients lottery participants	€ 180,00	o/oo

conditions and additional costs

Basis-selections/Bereitsstellungskosten

€ 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:

Flagging

€ 130,00 flat

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

age selection according to first name

€ 130,00 flat

score-selection

€ 25,00 per tsd.

express delivery costs

€ 75,00 flat