

Rhenania BuchVersand - Österreich

Trebbau exclusive-list

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

target group characteristics

sexcode

women: 15% men: 85%

target groups

- + age: 50 years +
- + abroad
- + abroad Austria
- + best ager
- + leisure time
- + gifts + promotion articles
- + household Netto hoch
- + Kino | Filme
- + literature

order value (Ø) : € 41,00

acquisition

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

quality

- + 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

7.888 clients

€ 190,00 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:

express delivery costs

€ 75,00 flat

GDPR compliant delivery of curr. suppressions

€ 75,00 flat