

Rhenania BuchVersand - Schweiz

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

1.020 clients

€ 200,00 o/oo

conditions and additional costs

basic selection/delivery costs

€ 11,00 per thou. min. € 200,00

€ 40,00 flat

minimum invoice amount

100 % of delivery quantity

additional costs:

express delivery costs

€ 75,00 flat

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

website: www.rhenania-buchversand.ch

last update: February 2025

target group characteristics

sexcode

women: 19% men: 81%

target groups

- + age: 50 years +
- + abroad
- + abroad German Switzerland
- + best ager
- + Geschenk- + promotion article
- + cinema | films
- + literature
- + men

acquisition

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

quality

- + Robinson cleaned