

## SANPURA - France



**SANPURA**  
Mein Plus im Leben

website: [www.sanpura.fr](http://www.sanpura.fr)  
last update: April 2023

### target group characteristics

#### sexcode

women: 14% men: 86%

#### target groups

+ everyday helpers  
+ abroad  
+ abroad France  
+ best ager  
+ health  
+ novelties  
+ wellness

#### acquisition

+ ads  
+ catalogue mailing  
+ mailings  
+ webshop

#### quality

+ real age  
+ date of purchase  
+ Robinson cleaned

### product information

"Mein Plus im Leben" - stands for the improvement of the personal life situation. SANPURA offers its customers a possibility to actively improve their quality in life. The range of products consists of household items, health and body care articles and much more goods to create an attractive and comfortable life at home.

On a regular basis a range of offers is promoted at their website with special discounts.

The target group consists of men and women mainly above the age of 70. They are interested in their household and like to invest even high amounts of money to maintain their health and joy of life. This target group is very interesting for your customer acquisition.

If you are interested in a parcel insertion please let us know, 8.000 - 10.000 inserts per month are possible.

**A rental of the addresses is preferably based on reciprocity.**

### selections and prices

7.278	clients last 0-6 months
5.532	clients last 7-12 months
11.843	clients last 13-24 months
12.811	clients older than 24 months

€	240,00	o/oo
€	220,00	o/oo
€	200,00	o/oo
€	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

100 % of delivery quantity

#### additional costs:

##### age selection

€ 8,00 per tsd. min. € 130,00

#### GDPR compliant delivery of curr. suppressions

€ 75,00 flat

#### express delivery costs

€ 75,00 flat

#### flagging

€ 130,00 flat

#### selection improvements

multibuyers

€ 10,00 o/oo