

**VNR in total B2B****VNR VERLAG**  
für die Deutsche Wirtschaft AG**website:** www.vnr.de  
**last update:** November 2022**target group characteristics****sexcode**women: 0% men: 0%  
companies: 100% (F): 61% (M): 39%**target groups**+ companies  
+ freelancer  
+ executives  
+ chief executives | owners  
+ craftsmen  
+ industry  
+ engineers**order value (Ø) :** € 200,00**acquisition**+ subscriptions  
+ ads  
+ inserts  
+ mailings  
+ online  
+ webshop**quality**

+ Robinson cleaned

**product information**

The "Verlag für die deutsche Wirtschaft" is a significant economic publisher. The advice of self-employed entrepreneurs and all those who bear corporate responsibility find the right products here. It publishes specialist books, target group-specific publications as well as magazines and newsletters on corporate and personnel management, finance and budget, business start-up, personnel and labor law, EDP and computer knowledge, communication and management.

This target group predominantly consists of managers, entrepreneurs and senior executives in companies of all industries who need detailed knowledge.

**selections and prices**

123.932	clients/prosp. companies 0-6 months	€ 205,00	o/oo
184.725	clients/prosp. companies 0-12 months	€ 195,00	o/oo
287.738	clients/prosp. companies 0-24 months	€ 185,00	o/oo
304.804	clients/prosp. in total 1 x per BtB	€ 175,00	o/oo

**selection improvements**

product relation plus	€ 15,00	o/oo
officials plus	€ 15,00	o/oo
industries plus	€ 15,00	o/oo
social facilities plus	€ 15,00	o/oo
type of clubs plus	€ 15,00	o/oo

**conditions and additional costs****basic selection/provision costs**€ 11,00 per tsd. min. € 200,00  
€ 45,00 flat**minimum order quantity**

5.000 addresses

**minimum invoice amount**

70 % of delivery quantity

**additional costs:****flagging**

€ 130,00 flat

**GDPR compliant delivery of curr. suppressions**

€ 75,00 flat