

## VNR Gesamt B2B

parcel inserts

### shared exclusivity

website: [www.vnr.de](http://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

#### acquisition

- + subscriptions
- + ads
- + inserts
- + mailings

### 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.

### quantity / weight / prices

total capacity	quantity	weight	price
January	117.280	up to 20 gram	195,00 € o/oo
February	117.280	up to 25 gram	205,00 € o/oo
March	117.280	up to 30 gram	220,00 € o/oo
April	117.280	from 50 gram	230,00 € o/oo
May	117.280		
June	117.280		
July	117.280		
August	117.280		
September	117.280		
October	117.280		
November	117.280		
December	117.280		

### conditions / terms of delivery

maximum-size: DIN A5  
maximum-weight: from 50 gram  
foreign inserts: 2  
minimum order quantity: 5.000