

## VNR in total B2C



**VNR VERLAG**  
für die Deutsche Wirtschaft AG

website: [www.vnr.de](http://www.vnr.de)  
last update: November 2022

### target group characteristics

#### sexcode

women: 46% men: 54%

#### target groups

+ best ager  
+ computer / telecommunication  
+ trade magazine  
+ women  
+ freelancer  
+ literature  
+ men  
+ politics | economy  
+ seniors

order value (Ø) : € 200,00

#### acquisition

+ subscriptions  
+ ads  
+ inserts  
+ mailings  
+ online  
+ webshop

#### quality

+ proof of origin  
+ 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

123.860	clients/prosp. private 0-6 months	€ 185,00 o/oo
204.986	clients/prosp. private 0-12 months	€ 185,00 o/oo
297.283	clients/prosp. private 0-24 months	€ 170,00 o/oo
414.342	clients/prosp. private in total	€ 170,00 o/oo

### selection improvements

	product relation plus	€ 15,00 o/oo
89.410	clients/prosp. mail order buyers	€ 165,00 o/oo
76.234	clients/prosp. onlineaffine	€ 165,00 o/oo
39.542	clients/prosp. finances	€ 165,00 o/oo
12.103	clients/prosp. donation affine	€ 165,00 o/oo
44.763	clients/prosp. living & garden	€ 165,00 o/oo
41.429	clients/prosp. fashionaffine	€ 165,00 o/oo
48.740	clients/prosp. wellness & fitness	€ 165,00 o/oo
58.163	cl./prosp. educated affinity politics/science	€ 165,00 o/oo
32.582	clients/prosp. sweepstakeaffine	€ 165,00 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

€ 180,00 flat

#### GDPR compliant delivery of curr. suppressions

€ 75,00 flat

#### score-selection

€ 25,00 per tsd.

#### age selection according to first name

€ 130,00 flat min. € 130,00