

VNR Verlag für die deutsche Wirtschaft Austria



VNR VERLAG
für die Deutsche Wirtschaft AG

website: www.vnr.at
last update: November 2022

target group characteristics

sexcode

women: 55% men: 45%
companies: 26% (F): 70% (M): 30%

target groups

+ architect
+ abroad
+ abroad Austria
+ computer / telecommunication
+ companies
+ freelancer
+ executives
+ chief executives | owners
+ craftsmen

acquisition

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

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

7.997	companies in total with all CP's	€ 235,00	o/oo
	industries plus	€ 15,00	o/oo
	officials plus	€ 15,00	o/oo
	company size plus	€ 15,00	o/oo
11.689	private I. 0-12 months	€ 235,00	o/oo
19.402	private I. 0-24 months	€ 230,00	o/oo
30.953	private in total	€ 225,00	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

express delivery costs

€ 75,00 flat

GDPR compliant delivery of curr. suppressions

€ 75,00 flat