

VNR Verlag für die deutsche Wirtschaft Switzerland



VNR VERLAG
für die Deutsche Wirtschaft AG

website: www.vnr.ch
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target group characteristics

sexcode

women: 47% men: 53%
companies: 65% (F): 49% (M): 51%

target groups

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

acquisition

+ subscriptions
+ ads
+ inserts
+ mailings
+ online
+ telephone

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

16.288	companies l. 0-24 months 1 x per Fata	€ 245,00 o/oo
48.825	companies in total with all CP's	€ 235,00 o/oo
	industries plus	€ 15,00 o/oo
	officials plus	€ 15,00 o/oo
8.993	private last 0-12 months	€ 235,00 o/oo
14.379	private last 0-24 months	€ 230,00 o/oo
26.116	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

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

age selection according to first name

€ 130,00 flat