

Zur Rose Versandapotheke

parcel inserts



website: www.zurrose.de
last update: March 2023

target group characteristics

sexcode
women: 65% men: 35%

target groups

- + age: from 40 years
- + women
- + health
- + cosmetics
- + onlineaffinität
- + mail order affine
- + wellness

acquisition

- + inserts
- + online
- + webshop

product information

The "Zur Rose" mail-order pharmacy, a member of the "Bundesverein Deutscher Versandapotheken", has a wide range of products. In addition to its prescription and over-the-counter medications, the company which operates in the market since December 2004 also offers alternative medicines, cosmetics and body care products, medical devices and food supplements. The extensive range of products is in no way inferior to a conventional pharmacy, with the prices for over-the-counter items 50% or more below the recommended sales price of pharmacies. The average price is between 20% and 30% below the non-binding price recommendation of the manufacturers. In addition, the extensive consultation of the customers is given a high priority.

The buyers of "Zur Rose" expect a balanced price-performance ratio and customer-friendly services. The regular customers belong to the high-frequency shoppers. The buyer's age is 45 years and older. Most of the orders take place by telephone, followed by the Internet, the classical postal way and the fax.

quantity / weight / prices

total capacity	quantity	weight	price
January	12.000	up to 20 gram	165,00 € o/oo
February	12.000		
March	12.000		
April	12.000		
May	12.000		
June	12.000		
July	12.000		
August	12.000		
September	12.000		
October	12.000		
November	12.000		
December	12.000		

conditions / terms of delivery

maximum-size: DIN A5
maximum-weight: up to 50 gram
foreign inserts: 5
minimum order quantity: 25.000