

# Zur Rose Versandapotheke

parcel inserts

## Trebbeau exclusive-list



**website:** www.zurrose.de  
**last update:** September 2017

### target group characteristics:

**sexcode**  
 Female: 70% Male: 30%

#### target group

- + age: from 40 years
- + women
- + health
- + cosmetics
- + food supplement
- + interested in online products
- + interested in mail order business
- + wellness

#### acquisition

- + inserts
- + online
- + webshop

### description

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-frequent 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.

### capacities / weight / prices

free capacities	quantity	weight	price
January	30.000	up to 20 gr.	165,00€ o/oo
February	30.000	up to 40 gr.	175,00€ o/oo
March	30.000	up to 50 gr.	185,00€ o/oo
April	30.000		
May	30.000		
June	30.000		
July	30.000		
August	30.000		
September	30.000		
October	30.000		
November	30.000		
December	30.000		

### conditions / terms of delivery

**maximum-size:** DIN A5  
**maximum-weight:** up to 50 gr.  
**foreign inserts:** 3  
**minimum order quantity:** 5.000