

**Aponeo**

parcel inserts



**website:** www.aponeo.de  
**last update:** November 2024

**general informations:**  
 + address insert not possible

**target group characteristics**  
**sexcode**  
 women: 66% men: 34%

**target groups**  
 + age: 30- 45 years  
 + age: 45 - 55 years  
 + health  
 + cosmetics  
 + mail order affine

**product information**

APONEO is a competent and reliable mail-order pharmacy. It offers an extensive range of natural cosmetics, non-prescription medicines, homeopathic preparations, exclusive body care and all other products available in pharmacies. APONEO is also certified "organic" and has these assortments available in their offer. The target group is predominantly women aged 35-55, who understand themselves as health managers for the family, have a medium to high household income and tend to live in the city rather than in the countryside. The print media are used by a slightly older target group, that also uses the telephone/fax order channel, which is APONEO's second strongest order channel after the shop, but achieves higher shopping baskets compared to the online channel.

**acquisition**  
 + ads  
 + inserts  
 + online

**selections-possibilities**  
 + selective spreading possible

**quantity / weight / prices**

total capacity	quantity	weight
January	200.000	on request
February	200.000	
March	200.000	
April	200.000	
May	200.000	
June	200.000	
July	200.000	
August	200.000	
September	200.000	
October	200.000	
November	200.000	
December	200.000	

**conditions / terms of delivery**

**price**  
**maximum-size:** DIN A5  
**maximum-weight:** up to 20 gram  
**foreign inserts:** 3  
**minimum order quantity:** 10.000