

catalog orderer



product information

Reach active catalog orderers. With our exclusive B2C addresses, you can target a particularly consumer-oriented, brand-loyal, and mail order-oriented target group. These consumers appreciate the convenience of shopping from home, are interested in attractive offers especially for books and gifts and respond exceptionally well to direct advertising. This target group is characterized by above-average willingness to buy, long-term brand loyalty, and a high affinity for cross-selling. It is ideal for placing new products, additional product ranges, or brand offers. Ideal for:- Mail order companies and online shops- Providers of books, fashion, home & garden, technology, jewelry, beauty, or gift items- Publishing houses, teleshopping providers, or club concepts- Energy, finance, and insurance companies with a focus on household-related target groups Benefit from this newly acquired and most responsive target group in the B2C sector.

selections and prices

85.613	Katalogbesteller in total
45.970	Katalogbesteller last 0-6 months
39.637	Katalogbesteller last 7-12 months

€ 180,00	o/oo
€ 180,00	o/oo
€ 180,00	o/oo

conditions and additional costs

basic selection/delivery costs

€ 11,00	per thou. min. € 225,00
€ 50,00	flat

minimum order quantity

5.000 addresses

minimum invoice amount

50 % of delivery quantity

additional costs:

express delivery costs

€ 75,00 flat

flagging

€ 150,00 flat

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

age selection according to first name

€ 140,00 flat

last update: July 2026

target group characteristics

sexcode

women: 45% men: 31%

target groups

- + age: from 65 years
- + best ager
- + women
- + Geschenk- + promotion article
- + house | garden | apartment
- + lifestyle
- + literature
- + men
- + onlineaffinität

acquisition

- + catalogue mailing
- + telephone
- + webshop

quality

- + proof of origin
- + Robinson cleaned