

## VNR Gesamt B2C

**VNR VERLAG**  
für die Deutsche Wirtschaft AG**website:** www.vnr.de  
**last update:** August 2024**target group characteristics****sexcode**

women: 47% men: 53%

**target groups**

- + best ager
- + computer / telecommunication
- + trade magazine
- + women
- + freelancer
- + literature
- + men
- + politics | economy
- + seniors

**order value (Ø) :** € 200,00**acquisition**

- + subscriptions
- + ads
- + inserts
- + mailings
- + online
- + webshop

**quality**

- + proof of origin
- + 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**

97.167	clients/prosp. private 0-6 months	€ 185,00 o/oo
138.829	clients/prosp. private 0-12 months	€ 185,00 o/oo
252.318	clients/prosp. private 0-24 months	€ 170,00 o/oo
426.009	clients/prosp. private in total	€ 170,00 o/oo

**selection improvements**

	product relation plus	€ 15,00 o/oo
33.695	clients/prosp. mail order buyers	€ 165,00 o/oo
31.137	clients/prosp. online affine	€ 165,00 o/oo
14.111	clients/prosp. finances	€ 165,00 o/oo
5.222	clients/prosp. donation affine	€ 165,00 o/oo
17.133	clients/prosp. living & garden	€ 165,00 o/oo
15.553	clients/prosp. fashion affine	€ 165,00 o/oo
18.788	clients/prosp. wellness & fitness	€ 165,00 o/oo
23.033	cl./prosp. educated affinity politics/science	€ 165,00 o/oo
12.812	clients/prosp. sweepstake affine	€ 165,00 o/oo

**conditions and additional costs****basic selection/delivery costs**

€ 11,00 per thou. min. € 200,00  
€ 45,00 flat

**minimum order quantity**

5.000 addresses

**minimum invoice amount**

70 % of delivery quantity

**additional costs:****flagging**

€ 180,00 flat

**GDPR compliant delivery of curr. suppressions for**

€ 75,00 flat

**score-selection**

€ 25,00 per thou.

**age selection according to first name**

€ 130,00 flat min. € 130,00