

Description:**Description:**

Customers offer online and by telephone-sales vitamins and health supplements.

Consumers try out a first package and receive (if desired) a periodic shipment. (www.dutchpharma.nl)

Targetgroup:

Mostly women (70%) age about 30-60 year, income level B and C. Spontaneous, sensitiv buyers

Type List:**Type List:**

Homeshopping (TM and online)

Selections at:**Selections at:**

Gender, recency, age, and postcode.

Suitable for:**Suitable for:**

Lottery, charity, homeshopping, financial services.

Recruitment:**Recruitment:**

New customers of DutchPharma are mainly recruited by Telemarketing and online.

Available addresses:

DM 0-12 M: 25.200 addresses
DM 0-24 M: 8.870 addresses

TM 0-12 M: 8.950 addresses*
TM 0-24 M: 2.975 addresses*

* before BMNR (Telecom code)

Rates:

Direct mail: € 200,- per 1.000
Telemarketing: € 350,- per 1000
Suppl. selection: € 20,- per 1.000 *
* selection 'gender' is free

Fixed Cost: € 250,-
Payment: NET 80 %

Available parcels:

Inserts: 7.000 per month
Rates: € 110,- per 1000

Additional information

- addresses are rented for single use
- addresses are rented after approval of the mail piece by the file owner
- addresses are duplicated against Robinson List
- Minimum order: 5000 addresses
- no rights can be derived from this publication
- printing errors reserved
- status per September 2014