

Article number

42586

List name

Erotica [D]

Number of items	Name	Price	Pricing unit
63,555	Repeat purchasers of various erotic products	160.00	‰
91,456	One-off purchasers of various erotic products	155.00	‰

Age group ranging from 45 to 75

- Of which approximately 75 % male

- Of which approximately 25 % female

Minimum invoice: Net, at least 50 % of the supplied volume, at least 5,000 addresses

Selection costs: EUR 9.00 ‰ on the delivered volume, at least EUR 185.00 fixed rate

The "blue pill" has changed everything. Can you imagine someone admitting to being dependant on impotence drugs ten years ago or even admitting to resorting to other stimulating products?

Today it is socially acceptable, or even "IN" to not only admit to using Viagra and to purchasing sexy underwear, erotic DVDs and other accessories, but even to hold lingerie parties or sex toy parties at home.

Despite this, this segment is and remains to be a classic domain of mail order and will furthermore continue to be so. The times have become more "tolerant" but purchasing erotic items in public, visible to everyone would be going too far.

It goes without saying that this target group is primarily male.

This target group will also be interested in offers from the technology, computing, gardening equipment and male clothing sectors.

Sales by:

SAZ Services AG

Davidstrasse 38
CH-9000 St. Gallen Schweiz
Fon: +41 (0) 71 227 35 00
Fax: +41 (0) 71 227 35 01
E-Mail: info@smartaddress.ch
<http://www.smartaddress.ch>

Sales partner:

SAZ Services GmbH
Büro Frankfurt/Dietzenbach

Max-Planck-Straße 6
DE-63128 Dietzenbach, Germany
Fon: +49 (5137) 8818-00
Fax: +49 (5137) 8818-01
E-Mail: listinfo@saz.net
<http://address-services.saz.com>

SAZ Services AG