

Article number

**33833**

List name

**House and garden owners [D]**

Number of items	Name	Price in EUR	Pricing unit
1,287,001	Total inventory	155.00	‰

Age group ranging from 30 to 75  
- Of which approximately 63 % male  
- Of which approximately 37 % female

Minimum invoice: Net, 50 % of the supplied volume, at least 5,000 addresses  
Selection costs: EUR 9.00 ‰ on the delivered volume, at least EUR 185.00

Building a house. In a time in which investments on the financial markets bring more losses than profits and state pensions are becoming less and less safe, owning your own four walls is gaining greater significance. A large proportion of this group of people has already fulfilled their dreams of their own home and of being free from rent. The house owners here are owners of houses designed for one or two families and are in the 35-65 year age group.

But the "residents" also belong to a higher income group.

Since a person will obviously want to make themselves at home in their own four walls, these are the top target groups for all offerings from the house and home sector, gardening materials, crafts and hobbies as well as interior and exterior decoration.

The owners are also open to all offerings with regard to heat insulation, solar plants, heating systems etc.

Sales by:

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**SAZ Services AG**