

Article number

**33834**

List name

**DINKS double income earners [D]**

Number of items	Name	Price in EUR	Pricing unit
17,386	Households in Germany (2 people)	150.00	‰

Age group ranging from 30 to 50  
- Of which approximately 50 % male  
- Of which approximately 50 % 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

"Double Income, No Kids", the top target group for high-quality and trendy products. These are top double income households in the age group up to 40 years. Both partners are established and successful professionally which is reflected in the private consumer behaviour. A group that can afford much and does so. Living in raised quality environment, exclusive and trend-following furnishings, high-quality audio and video devices, expensive cars, exclusive and high-quality city, concert, sport and remote travel are the external expression of this way of living. The intention is to "show what you have" and "what you can afford". Since neither children and thus the associated obligations are present, the leisure and fun factor take priority.

All offers and products in the upper range are welcomed and use is made of such.

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**SAZ Services AG**