

Article number

43032

List name

NAB Austria [A]

Number of items	Name	Price in EUR	Pricing unit
3,800,000	Household addresses		
	Up to 5,000 addresses	195.00	‰
	5,001 – 10,000 addresses	185.00	‰
	10,001 – 50,000 addresses	180.00	‰
	50,001 – 100,000 addresses	175.00	‰
	As of 100,001 addresses	165.00	‰

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 EUR185.00 fixed rate + EUR 10.00 ‰ per selection criteria

The situation with regard to the existing infrastructure, purchasing force and the positive acceptance of direct marketing offerings are a large plus point for mailing campaigns in Austria. In a current investigation of different direct marketing channels of Direkt Marketing Verband Österreich (Direct Media Report 2012) the postal mailings were evaluated very positively. During the survey, only a small proportion of Austrians specified that they receive too much advertising mail.

Direct mailings with the promise of a free gift, are particularly popular in Austria. The attention of the recipient increases as a result by two thirds. If the consumer receives targeted and high-quality offerings, this allows the best possible prerequisites to win new customers.

NAB Austria is a comprehensive household database containing in excess of 3.0 million households. The database contains a wide variety of additional information regarding individual addresses and is updated on a regular basis.

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