

Article number

43158

List name

House and garden [D]

Number of items	Name	Price in EUR	Pricing unit
72,331	Total Inventory last 0 - 12 months	160.00	‰
421,224	Total inventory	150.00	‰
262,946	- Of which purchasers of household items	175.00	‰
70,629	- Of which purchasers of garden items	175.00	‰

Age group ranging from 35 to 75

- Of which approximately 42 % male

- Of which approximately 58 % female

Minimum invoice: Net, at least 60 % 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

Mail order seller of high-quality items for house, home and hobby.

The range stretches from stylish furniture, decorative accessories, elegant table linen, exclusion kitchen utensils through to exclusive garden furniture, garden tools and all kinds of garden accessories.

These are mainly house and garden owners. A target groups which loves to design, which obtains a wide range of new ideas and practical tips for improving their home and garden from acquired house, hobby and garden magazines and them implements these ideas in their own four walls, in the garden or on the patio.

A group of people with a medium to high purchasing power. Ideal for contracting with regard to offerings from the following sectors: Subscriptions, health, fashion, exclusives.

No competitive exclusion.

Sales by:

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