

Article number

42587

List name

AstroEso [D]

Number of items	Name	Price in EUR	Pricing unit
91,877	Total inventory of repeat purchasers	160.00	‰
80,392	Total inventory of one-off purchasers	150.00	‰

Age group ranging from 35 to 70

- Of which approximately 24 % male

- Of which approximately 76 % 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

Astrology and esotericism are two sectors that are constantly gaining more and more significance in our highly technical world. In actual fact, this appears to be somewhat of a contradiction given that more and more secrets are being unveiled by the scientific world, but maybe this somehow contributes to the return and withdrawal to the unusual, the inexplicable and the inconceivable.

The fact is, in our well-informed society which strongly believes in progress and advancement, there are a large number of, primarily female, people for whom horoscopes, lucky charms or esoteric literature have a high value.

This is a target group with a high affinity with mail order companies. Offers from the innovation, raffle/lottery, financial services and asset protection sectors as well as the classic mail order will be readily welcomed here.

Sales by:

SAZ Services AG

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Sales partner:

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