

Article number

39930

List name

NAB Italy [I]

Number of items	Name	Price in EUR	Pricing unit
15,150,000	Household addresses		
	Up to 5,000 addresses	110.00	‰
	5,001 – 10,000 addresses	100.00	‰
	10,001 – 50,000 addresses	90.00	‰
	50,001 – 100,000 addresses	75.00	‰
	As of 100,001 addresses	65.00	‰
Telephone numbers available – Pricing on request			

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 country with unimagined and, to date, not used opportunities for direct marketing. In excess of 50 million consumers are waiting for you and your mail order products.

Despite the heavy penetration with advertising media such as television, newspapers and magazines, in which one extra enclosure follows the next, the Italian currently receives very little advertising in the private sector.

With 28 mailings per inhabitant per year Italy is at the end of the European scale.

Accordingly, direct marketing offerings do not drown in an overfull letterbox, but are instead, since rare, received with pleasure and with curiosity.

Best-possible prerequisites for successful new customer gains. In particular, also, since the individual purchasing and consumer behaviour and the purchasing power moves in the vicinity of comparable European countries.

Use the chance and advertise uninhibited by domestic competition in a new undiscovered market.

NAB Italy is a comprehensive household database containing in excess of 16 million Italian households.

Sales by:

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