

Article number

42590

List name

Nature and outdoors [D]

Number of items	Name	Price in EUR	Pricing unit
111,575	Total inventory	165.00	‰

Age group ranging from 30 to 55
- Of which approximately 60 % male
- Of which approximately 40 % 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

Nature and outdoors. Trendy outdoor clothing, high-quality rucksacks, sporty walking shoes, fishing and hunting equipment are all products that this target group has purchased via mail order. However, these people are just as likely to stroll around a shopping centre rather than explore the flora and fauna that nature has to offer. But there are a high proportion of people who use this functional clothing out and about in nature. Whether hiking, trekking, Nordic walking, fishing or mountain climbing, high-quality equipment is required from well-known companies such as Salewa, The North Face or Jack Wolfskin.

This target group places high demands with regard to clothing and equipment and has a relatively high net household income at their disposal. This is a target group which is receptive to all exclusive offers.

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