

Article number

42526

List name

Vitality and fitness - Silver Agers [D]

Number of items	Name	Price in EUR	Pricing unit
33,952	Total inventory	155.00	‰

Age group ranging from 50 to 75
- Of which approximately 61 % male
- Of which approximately 39 % 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

"66 years old and still no wiser..." go the amusing lyrics of a German song from the 70s. But today, things are very different. The average age of the population is constantly increasing. It's no wonder that mail order companies are concentrating more and more on this target group and their specific requirements. Whether it be vitamin preparations, food additives, salves or impotence drugs and slimming aids - products to prevent and relieve widespread health complaints or to improve your own wellbeing in all manner of ways are booming.

This is a target group which reacts positively to offers from the health and physical wellbeing sectors and also reacts well to offers in the fashion, cosmetics, house and home sectors too.

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