

Article number

42426

List name

NAB Switzerland [CH]

Number of items	Name	Price in EUR	Pricing unit
3,400,000	Household addresses		
	Up to 5,000 addresses	195.00	‰
	5,001 – 10,000 addresses	185.00	‰
	10,001 – 50,000 addresses	180.00	‰
	50,001 – 100,000 addresses	175.00	‰
	100,001 – 250,000 addresses	165.00	‰
	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 EUR 185.00 fixed rate + EUR 10.00 ‰ per selection criteria

Switzerland: Four linguistic areas and 26 cantons and the largest "known" money bags of Europe. At first glance, Switzerland represents a tough terrain with regard to direct marketing measures, in particular with regard to the linguistic areas. The existing opportunities with regard to purchasing power and the existing acceptance of direct marketing offerings compensate this feature by far.

With an average of 75 received mailings per inhabitant and year, the Swiss consumer has one of the highest volumes in Europe.

If the features of the Swiss market are observed and the consumer is provided with more targeted and qualitative high-quality offerings, the best possible prerequisites for a successful winning of new customers are distributed.

NAB Switzerland is a comprehensive household database containing in excess of 3.5 million Swiss households.

The database contains a wide variety of additional information regarding individual addresses and is updated on a regular basis.

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