

Article number

30104

List name

Environmentally-conscious consumers [D]

Number of items	Name	Price in EUR	Pricing unit
95,241	Total inventory	165.00	‰

Age group ranging from 40 to 65
- Of which approximately 58 % male
- Of which approximately 42 % female

Minimum invoice: Net, 60 % of the supplied volume, at least 5,000 addresses
Selection costs: EUR 9.00 ‰ on the delivered volume, at least EUR 185.00

The people in this mailing list are prepared to donate to environmental organisations and particularly willing to consume. They are interested in everything that makes life more pleasant, but do not forget about the environment and their responsibility towards future generations.

The target group is characterised by its high level of willingness to pick out goods produced in a sustainable and environmentally-friendly way when choosing products, even though these products are sometimes significantly more expensive. They also value a green rating when purchasing services, such as electricity.

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