

Article number

40843

List name

Retired academics [D]

| Number of items | Name | Price in EUR | Pricing unit |
|-----------------|-----------------|--------------|--------------|
| 92,772 | Total inventory | 155.00 | ‰ |

Age group ranging from 60 to 75

- Of which approximately 58 % male

- Of which approximately 42 % 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

Retired academics are often golden agers with a higher purchasing power. A target group which guarantees above average purchasing power and above average consumer behaviour in the best of ages. Retirement simply refers just to the career that the group no longer needs to carry out. Otherwise activity and vitality are key. Prof. Dr. med., Dr. Dent., Dr. jur., Dipl.-Ing., architects, engineers, doctors, people retired from legal professions. Is there a more suitable target group for all exclusive offers of the higher offering type? Money, interest and time are all given.

Thus all offerings with style and class are at the right address here. In particular, high quality items for the house and home, hobbies, gifts, exclusive holiday travel, wellness and collectibles are very welcome and are given the right kind of attention here. Charitable calls are also received positively.

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