

Article number

42879

List name

Luck Seekers [CH]

Number of items	Name	Price in EUR	Pricing unit
63,492	Total inventory of Switzerland	200.00	‰
53,506	- Of which German-speaking Swiss	200.00	‰
9,026	- Of which French-speaking Swiss	200.00	‰
959	- Of which Italian-speaking Swiss	200.00	‰

Age group ranging from 35 to 99
- Of which approximately 64 % male
- Of which approximately 34 % 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

The address group is characterised by a very high level affinity to lottery and competitions. This is a group which has entered a wide variety of prize draws, competitions and lotteries.

The possibility of a "large win" without investing any work or effort draws these people in on a daily basis, even if only to fill out and take part in crossword puzzles.

The target group reacts particularly well to competitions and lottery offers.

The frequency of response to advertising sent by mail is above average.

Sales by:

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