

Neukundengewinnung für Sie:  
**So effektiv wie nie!**

Stand 01/2024

# MEDIA MARKETiNG 2024 – Netherlands



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GmbH  
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# DVM Marketing und Werbung GmbH

## ➔ **Exclusive agency for more than 35 years**

of the mail-order company Walz GmbH and its subsidiaries  
babywalz GmbH and Walz Leben & Wohnen GmbH

## ➔ **Brands:**

**Huis &  
Comfort**

## ➔ **Countries:**

Germany, Austria, Switzerland, Belgium, Netherlands

## ➔ **Services:**

Parcel & catalogue inserts  
List broking  
Online-Marketing  
Individual solutions



## *Exclusive benefits for your advertising activities*

- ➔ Address customers with a high level of brand loyalty!
- ➔ Take advantage of the exclusion of competition!
- ➔ Benefit from a high level of attention to your insert due to Ø only 4 inserts per parcel. Delivery rate is almost 100%!
- ➔ Low administrative effort and very attractive terms!
- ➔ Direct monitoring of your advertising activities on-site!
- ➔ Top-quality and well-maintained address lists!
- ➔ Special selections!



# NETHERLANDS

## List URL

<http://www.huis-en-comfort.nl/>

## Sex Code

Share of women: 75% Share of men: 25%

## Type of address acquisition

- Inserts in parcels and magazines
- Adverts
- Refer-a-friend / Recommendations
- Online-marketing

## Average order value

37.00 €

## Age

between 45 and 75 years

## Product range focus

- Household goods
- Kitchen
- Decoration
- Garden
- Practical tools / aids

## Internet affinity

Low

## Mail-order affinity

Very high

## Income situation

Average income

# Huis & Comfort

# DVM

MARKETING UND  
WERBUNG GMBH

## Profile:

For over 50 years, the Moderne Hausfrau catalogue has been the classic among catalogues for practical, useful and unusual products. Its versatile product range consists of household goods, garden products, gift ideas, decorative items and a variety of other practical items of all kinds.

Innovative products with real customer benefits are being sought worldwide. The main catalogue is published more than 12 times a year. Moderne Hausfrau is experienced and active in Germany, Austria, France, Belgium, the Netherlands and Switzerland.

Its core target group consists of women between the age of 45 and 75. Thanks to a high level of customer loyalty and retention, customers of Die Moderne Hausfrau are very receptive to advertising.



# PARCEL INSERTS

Achieve a high level of attention by means of high-reach leaflet advertising in parcels. Place your advertising target-oriented with little effort and at very competitive terms. Delivery rates for inserts are almost 100 percent!





# PARCEL INSERTS

## Huis & Comfort

Die Moderne Hausfrau has a large customer base with strong mail-order affinity. This is why it is particularly profitable for you to insert leaflets in the parcels. You reach target-specific new customers with great potential!

2024	Potential
January	7.000
February	7.000
March	7.000
April	7.000
May	7.000
June	7.000
July	7.000
August	7.000
September	7.000
October	7.000
November	7.000
December	5.000

Weight:	Price per thsd:
20g	140,00 €
30g	160,00 €
40g	180,00 €
50g	200,00 €
<b>Format:</b> Max. DIN A5, Special sizes & product samples on request Costs for product samples + giftcards: 15 € per thousand	
<b>Delivery:</b> On the 10th of the previous month to	
<b>Minimum print run:</b> 5,000 inserts	



# CATALOGUE INSERTS

Through your catalogue inserts you can reach a multitude of attractive target contacts. While browsing the catalogue, customers become aware of your advertising and are already in best buying mood.

**And now: Selective catalogue inserts for targeted customer groups!**



# CATALOGUE INSERTS <sup>Huis &</sup>Comfort

Your advertising reaches the customer exactly in their best buying mood. Due to the strong loyalty of the target group to the brand Die Moderne Hausfrau, you can expect a high response to your advertising enclosed in the catalogue. **And NEW:** You can also benefit from selective options for your inserts. You have the choice between cost-effective total coverage up to selective inserts for regular and/or premium customers.



2024	Full coverage	TOP	PREMIUM
January	> 40.000	> 20.000	> 10.000
February	"	"	"
March	"	"	"
April	"	"	"
May	"	"	"
June	"	"	"
July	"	"	"
August	"	"	"
September	"	"	"
October	"	"	"
November	"	"	"
December	"	"	"

Weight:	Price per thsd:
max. 30g	170,00 €
max. 30g	190,00 € / TOP
max. 30g	210,00 € / PREMIUM
Format:	
Max: with 17 cm and height 20 cm	
Delivery:	
approx. 4 weeks prior to PAL	
Minimum print run:	
5,000 inserts	

Exact quantities by language code and schedules on request. Special bookings also possible.



# INVOICE INSERTS

Invoice and transfer slip are directly added to the customer parcels. Between the invoice and the transfer slip, we offer the exclusive opportunity to place an advertising paper (DIN A4 sheet) in view of gaining new customers. Each customer takes your advertisement straight into his or her own hands. Printing is in black and white via the Walz computer centre.



NETHERLANDS

# INVOICE INSERTS **Huis&Comfort**

Place your advertising message exclusively on the 2nd page of the invoice. Reach your target group to 100% at favourable terms. The handling procedure is very simple. All you have to do is provide us with your layout and we will take care of printing and shipping.



2024	Huis&Comfort
January	> 5.000
February	"
March	"
April	"
May	"
June	"
July	"
August	"
September	"
October	"
November	"
December	"

Weight:	Price per thsd.:
---	85,00 €
+	
<b>Format:</b> DIN A4	
<b>Delivery of print data:</b> 14 days before the campaign starts	
<b>Minimum print run:</b> 3,000 inserts	

Exact quantities on request.

# ADDRESSES

We offer you top-quality addresses for the targeted acquisition of new customers of all age groups. Address your target group with tailor-made selections at attractive terms. Avoid wastage and benefit from the efficient use of your marketing budget.



# ADDRESSES WALZ-GROUP



Merk	Groep	Aktiviteit	Potentiaal	Prijs per duizend
<b>Huis &amp; Comfort</b>	Klanten	0 - 6 maanden	30.000	185,00 €
	Klanten	7 - 12 maanden	20.000	165,00 €
	Klanten	13 - 24 maanden	25.000	155,00 €
	Klanten	25 - 36 maanden	op aanvraag	

**Selectie kosten: 200 € forfaitair**

Andere keuzemogelijkheden op aanvraag mogelijk

Voor meer gecompliceerde selecties rekenen wij 150 € per selectie criterium.

Een forfaitaire vooruitbetaling van 150€ wordt in rekening gebracht, indien er binnen 4 weken geen bestelling wordt geplaatst.

**Verstrekking/overdracht: 50 € forfaitair**

**MAQ: 70% van het leverings- / bestelvolume, minstens 5.000 adressen**



# Your direct contacts



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## Talk to us. We bring you forward!