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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:



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

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 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	8.000
November	9.000
December	6.000

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



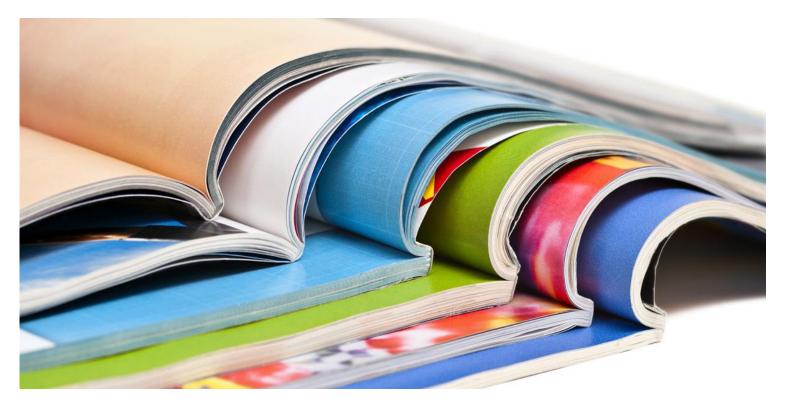


CATALOGUE INSERTS

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 Comport

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	ТОР	PREMIUM
January	> 40.000	> 20.000	> 10.000
February	m m	"	
March	m and a second	"	"
April	m and a second	"	
May	m .	"	"
June	m .	"	"
July	m .	"	"
August	m .	"	"
September	m and a second	"	"
October	m and a second	"	"
November	m and a second	"	"
December	m .	"	

Weight:	Price per thsd:
max. 30g	170,00€
max. 30g	190,00 € / TOP
max. 30g	210,00 € / PREMIUM
Format:	
Max: with 1	.7 cm and height 20 cm
Delivery:	
approx. 4 w	eeks prior to PAL
Minimum p	orint run:



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.







INVOICE INSERTS CHUIS & 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	n n
March	n n
April	m m
May	m m
June	m m
July	n .
August	n n
September	m m
October	m m
November	m m
December	m m

Weight:	Price per thsd.:
	85,00 €
	ф
	<u> </u>
Format:	
DIN A4	
Delivery o	f print data:
14 days be	fore the campaign starts
Minimum	print run:
3,000 inse	rts

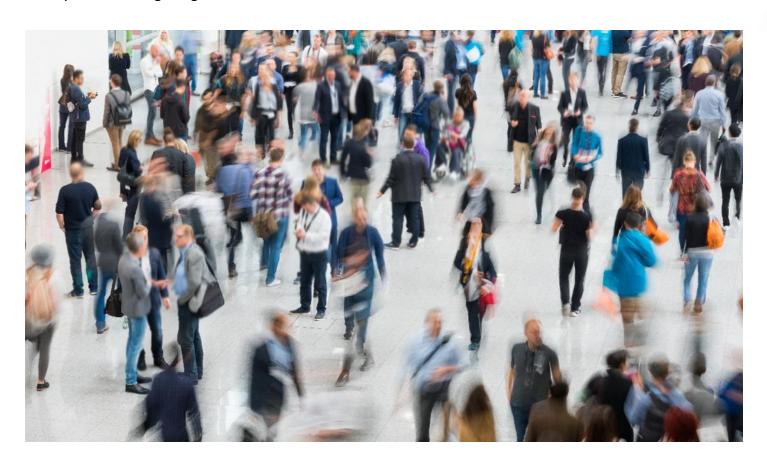


Exact quantities on request.



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	Akti	viteit	Potentiaal
Comfort	Klanten	0 - 6	maanden	30.000
	Klanten	7 - 12	maanden	20.000
	Klanten	13 - 24	maanden	25.000
	Klanten	25 - 36	maanden	op aanvraag

Prijs per duizen	d
185,00€	
165,00€	
155,00€	



Selectie kosten: 200 € forfaitair

Andere keuzemogelijkheden op aanvraag mogelijk

Voor meer gecompliceerde selecties rekenen wij 150 € per selectiecriterium.

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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