

Genussmenschen 65+



product information

Postal buyers of collectibles, wine and leisure items

This address database comprises a target group of connoisseurs aged 65+ who lead a stylish and sophisticated life. They value high value and quality in all areas of life and enjoy their free time in retirement with great relaxation. They appreciate the little pleasures in life such as a good book, a glass of wine and classical music. Collecting stamps, memorabilia and coins are also among their hobbies.

Our target group is very open to promotional offers by post that enrich their everyday lives and give them pleasure. They are interested in news from all over the world as well as social and political life and always want to keep up to date.

These pleasure-seekers are financially well-off and willing to invest a little more for quality and enjoyment. If you offer products or services in the field of luxury and indulgence articles, books, music, news and gifts, our target group is the ideal basis for a successful direct marketing campaign.

selections and prices

85.721	buyers 0-12 months	€ 180,00	o/oo
77.512	buyers 13-24 months	€ 175,00	o/oo
	further selections on request		on request

last update: June 2024

target group characteristics

sexcode

women: 35% men: 65%

target groups

+ age: from 65 years
+ best ager
+ men
+ collectors
+ seniors
+ wine and delicacy

acquisition

+ compiled lists

quality

+ proof of origin

conditions and additional costs

basic selection/delivery costs

€ 200,00 flat
€ 50,00 flat

minimum order quantity

5.000 addresses

minimum invoice amount

50 % of delivery quantity