



## W.I.V.

### APC VINS DE BORDEAUX, DE BOURGOGNE ET DU MONDE

#### Description

Home buyers of wines from the regions of Bordeaux, Burgundy, Rhine, Mosel and worldwide. All customers are recruited using direct mail. Responders are then visited by a sales representative, who helps them tasting and choosing their favourite vineyard origin.

#### Profile

Customers are mostly aged 45+, and retired citizens are over-represented. They mostly live in medium-sized towns, or in rural areas.

#### Available selections

Geo, recency, gender

#### RECOMMENDED USAGE

This exclusive list is totally adapted to almost any home-shopping or mail order offer targeting mature audience. It would work well for gourmet food, DIY and gardening, home equipment, health products, publishing...

#### UNiverse :



0-12 months: 26 683 records

13-24 months 25 396 records

#### Rental prices

##### Postal addresses

Base rental, per 1000.....190 €

Flat setup fee.....230 €

Minimum order: 5,000 records

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