



Description

Since over 50 years Atlas Verlag has been a leading publisher and creator of themed collections and consumable products. With presence in 16 European countries. In close co-operation with specialist editors and experts from different fields they are developing sophisticated collectibles and publications for leisure-time, deepening of knowledge as well as further education for all ages

According to the motto learning by playing cards and series for various themes with encyclopaedic character, history maps, geography maps, road and travel maps as well as playing and fun cards for child advancement, documentations, DVD series, collectibles and collection models.

The extensive range e.g. of collectible cards and collector's editions appeals to children and adults alike. Clients receive a new delivery every 3-4 weeks but can cancel deliveries at any time.

Profile

These clients are mostly young families with children but also collectors for different themes covering a wide age band. This target group is interested in a variety of themes from all aspects of life. They want to equip their own children with the same interest through a mix of fun, games and education. Adults are predominantly aged between 25 and 45 years. Buyers of children products are usually families with children aged up to 12 years.

Available selects

Geo, Gender, Real and estimated age.
Recency, Frequency, average order value, order amount, purchasing history.
Multi-buyers, client's status (actives, lapsed, one-shot buyers), product type (books, cards, DVDs, collectibles...), collection type, payment method, recruitment method.

RECOMMENDED USAGE

Recommended users: mail-order offers, travels, publishers of books, newspapers and magazines, charities, all offers for families and around culture, art, history etc.



Universe (Austria)

45,184 postal

Rental Prices

Postal addresses, per 1000

Multibuyers, 0-12 months.....240 €
Single buyers, 0-12 months..... 230 €
Multibuyers, 12-24 months.....225 €

Setup and selection costs

+ 5 € /1000, per selection, with a minimum of 190 € flat.

Delivery fee.....40 €

Minimum order:

5000 records

contact@euroleads.fr