



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

contact@euroleads.fr