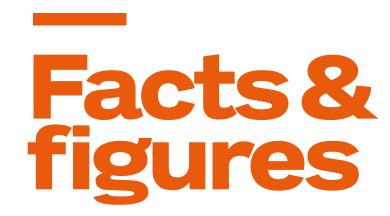
Advertising at home



The advertising platform with impact.

Direct Mailing







The advertising platform with impact.



Advertising at home

Direct Mailing

Facts& figures

CONTACT

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Content

COOP CROSS IMPACT | Direct Mailing |

Direct Mailing Facts & figures

DESCRIPTION

Target group-specific postal mailings to Coop Supercard or Hello Family Club members on an exclusive topic.

Advertising medium

Standard mailing (letter) or standard self-mailer in accordance with <u>business partner mailing guidelines</u>

→ Download the self-mailer template here

SELECTION OPTIONS FOR SUPERCARD

- Buying behaviour: e.g. products/product ranges, sales, frequencies, POS/time of sale
- Customer segments: e.g. new customers, exclusive buyers, organic affinity, price sensibility
- Language, place of residence, region
- Age, gender (generally not known for all members of household)





PRICE*

CHF 7,000 fixed costsCHF 2.20 plus per address

DEADLINES

→ On request

→ **Lead time:** 12 weeks before publication

→ **Duration:** by arrangement

*Prices incl. printing and shipping costs and basic checking. Creation (artwork) is not included.