

Advertising at home



The advertising platform
with impact.

Direct Mailing

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**Facts &
figures**





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CONTACT

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Content

Direct Mailing

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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 [business partner mailing guidelines](#)
→ 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 costs
CHF 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.