

Neukundengewinnung für Sie:  
So effektiv wie nie!

Stand 10/2024

# MEDIA MARKETiNG 2025 – Netherlands



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GmbH  
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# DVM Marketing und Werbung GmbH

## ➔ **Exclusive agency for more than 35 years**

of the mail-order company Walz GmbH and its subsidiaries babywalz GmbH and Walz Leben & Wohnen GmbH

## ➔ **Brands:**

**Huis &  
Comfort**

## ➔ **Countries:**

Germany, Austria, Switzerland, Belgium, Netherlands

## ➔ **Services:**

Parcel inserts  
List broking  
Online-Marketing  
Individual solutions



## *Exclusive benefits for your advertising activities*

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- Address customers with a high level of brand loyalty!
- Take advantage of the exclusion of competition!
- Benefit from a high level of attention to your insert due to Ø only 4 inserts per parcel. Delivery rate is almost 100%!
- Low administrative effort and very attractive terms!
- Direct monitoring of your advertising activities on-site!
- Top-quality and well-maintained address lists!
- Special selections!



# NETHERLANDS

## List URL

<http://www.huis-en-comfort.nl/>

## Sex Code

Share of women: 75% Share of men: 25%

## Type of address acquisition

- Inserts in parcels and magazines
- Adverts
- Refer-a-friend / Recommendations
- Online-marketing

## Average order value

37.00 €

## Age

between 45 and 75 years

## Product range focus

- Household goods
- Kitchen
- Decoration
- Garden
- Practical tools / aids

## Internet affinity

Low

## Mail-order affinity

Very high

## Income situation

Average income

# Huis & Comfort

# DVM

MARKETING UND  
WERBUNG GMBH

## Profile:

For over 50 years, the Moderne Hausfrau catalogue has been the classic among catalogues for practical, useful and unusual products. Its versatile product range consists of household goods, garden products, gift ideas, decorative items and a variety of other practical items of all kinds.

Innovative products with real customer benefits are being sought worldwide. The main catalogue is published more than 12 times a year. Moderne Hausfrau is experienced and active in Germany, Austria, France, Belgium, the Netherlands and Switzerland.

Its core target group consists of women between the age of 45 and 75. Thanks to a high level of customer loyalty and retention, customers of Die Moderne Hausfrau are very receptive to advertising.



# PARCEL INSERTS

Achieve a high level of attention by means of high-reach leaflet advertising in parcels. Place your advertising target-oriented with little effort and at very competitive terms. Delivery rates for inserts are almost 100 percent!



NIEDERLANDE

# PARCEL INSERTS

## Huis & Comfort

Die Moderne Hausfrau has a large customer base with strong mail-order affinity. This is why it is particularly profitable for you to insert leaflets in the parcels. You reach target-specific new customers with great potential!



2025	Potential
January	5.000
February	6.000
March	6.000
April	6.000
May	6.000
June	6.000
July	6.000
August	6.000
September	7.000
October	7.000
November	7.000
December	5.000

Weight:	Price per thsd:
20g	150,00 €
30g	170,00 €
40g	190,00 €
50g	210,00 €
<b>Format:</b> Max. DIN A5, Special sizes & product samples on request Costs for product samples + giftcards: 15 € per thousand	
<b>Delivery:</b> On the 10th of the previous month to	
<b>Minimum print run:</b> 5,000 inserts	

# INVOICE INSERTS

Invoice and transfer slip are directly added to the customer parcels. Between the invoice and the transfer slip, we offer the exclusive opportunity to place an advertising paper (DIN A4 sheet) in view of gaining new customers. Each customer takes your advertisement straight into his or her own hands. Printing is in black and white via the Walz computer centre.



NETHERLANDS

# INVOICE INSERTS **Huis&Comfort**

Place your advertising message exclusively on the 2nd page of the invoice. Reach your target group to 100% at favourable terms. The handling procedure is very simple. All you have to do is provide us with your layout and we will take care of printing and shipping.



2025	Huis&Comfort
January	> 5.000
February	"
March	"
April	"
May	"
June	"
July	"
August	"
September	"
October	"
November	"
December	"

Weight:	Price per thsd.:
---	90,00 €
<b>Format:</b> DIN A4	
<b>Delivery of print data:</b> 14 days before the campaign starts	
<b>Minimum print run:</b> 3,000 inserts	

Exact quantities on request.



# ADDRESSES

We offer you top-quality addresses for the targeted acquisition of new customers of all age groups. Address your target group with tailor-made selections at attractive terms. Avoid wastage and benefit from the efficient use of your marketing budget.



# ADDRESSES WALZ-GROUP



Brand	Group	Activity	Potential	Price per thsd.
<b>Huis &amp; Comfort</b>	Customers	0 - 6 months	25.000	190,00 €
	Customers	7 - 12 months	20.000	170,00 €
	Customers	13 - 24 months	25.000	160,00 €
	Customers	25 - 36 months	on request	on request

**Selection costs: 200 € flat rate**

Further selection possibilities available on request.

For more complex selections we charge 150 € per criterion.

Pre-counts will be charged at a flat rate of 150 €, if no order is placed within 4 weeks.

**Provision/transfer: 50 € flat rate**

**MAQ: 70% of the delivery/order quantity, at least 5,000 addresses**

# Your direct contacts



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## Talk to us. We bring you forward!