



Description

The RPA Press Company has been publishing a monthly magazine since 1936 that is intended for the gendarme community (= local policemen) but that could also be meant for the people around that community: doctors, lawyers, notaries, local representatives. The magazine releases updates on the gendarme community and devotes a great many articles to retirement topics. One-year subscription is 42 € (12 issues). The readers are mostly men (90%) who are generally pensioners (though you can retire after 15 years of service). 90% of them are home owners. Average monthly income: 2000 € to 3000 €. They are keen on DIY, outdoor sports (hiking or cycling), online shopping and online games. They collect books, films, items related to History.

Life style

List suited for leisure, DIY, outdoor sports, charity events

Reaction

Soft

Sources

Press

How to select

- Location

Profile



Quantities

0-24 Months	12 000
TOTAL	12 000



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■ Male ■ Female

Quantities

0-12 Months	2 600 addresses
13-24 Months	1 800 addresses
0-24 Months	44 500 addresses
more than 24 Months	2 400 addresses

TOTAL **51 300 addresses**

Price

- **Rental price for 1000 : 226.00 € HT per thousand**
- Frais informatiques : 230 € HT

Complementary information

- Delivery lead : 5 jours
- Base rate : 100 %
- Minimum order : 5000 addresses