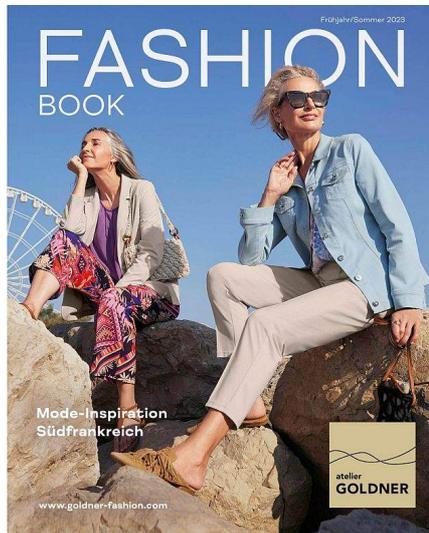


atelier GOLDNER - Belgium



website: www.goldner-fashion.com
last update: January 2023

target group characteristics

sexcode

women: 98% men: 2%

target groups

+ age: from 65 years
+ abroad
+ abroad Belgium
+ women
+ fashion
+ seniors
+ mail order affine

acquisition

+ ads
+ inserts
+ catalogue mailing
+ online
+ webshop

quality

+ real age
+ date of purchase

product information

Fashion for the active woman in her prime. atelier GOLDNER is a mail-order company for high-quality women's fashion in special sizes. The customers of atelier GOLDNER are women who are particularly demanding and quality-conscious when it comes to clothing. The requirements of this target group in the upper price segment are met by cuts that are favourable to the figure, high-quality material that is often easy to care for, the best workmanship and a special variety of sizes including short sizes and hip sizes.

The exclusivity of atelier GOLDNER's range is already evident from its catalogues. A high-quality presentation with detailed, advisory texts and fashion tips already make the selection an experience.

The insert capacities are distributed on average per month as 2,700 for Belgium Flemish and 1,800 for Belgium French.

25% discount for the first booking on package inserts!

selections and prices

5.773	clients 0-6 months Belgium flemish	€ 200,00	o/oo
2.960	clients 7-12 months Belgium flemish	€ 200,00	o/oo
1.742	clients 13-18 months Belgium flemish	€ 200,00	o/oo
2.315	clients 19-24 months Belgium flemish	€ 200,00	o/oo
3.330	clients 0-6 months Belgium french	€ 200,00	o/oo
2.001	clients 7-12 months Belgium french	€ 200,00	o/oo
974	clients 13-18 months Belgium french	€ 200,00	o/oo
1.113	clients 19-24 months Belgium french	€ 200,00	o/oo

selection improvements

16.742	multibuyers plus	€ 10,00	o/oo
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conditions and additional costs

basic selection/provision costs

€ 11,00 per tsd. min. € 200,00
€ 40,00 flat

minimum order quantity

5.000 addresses

minimum invoice amount

100 % of delivery quantity

additional costs:

flagging

€ 130,00 flat

age selection

€ 8,00 per tsd. min. € 130,00

express delivery costs

€ 75,00 flat

GDPR compliant delivery of curr. suppressions

€ 75,00 flat