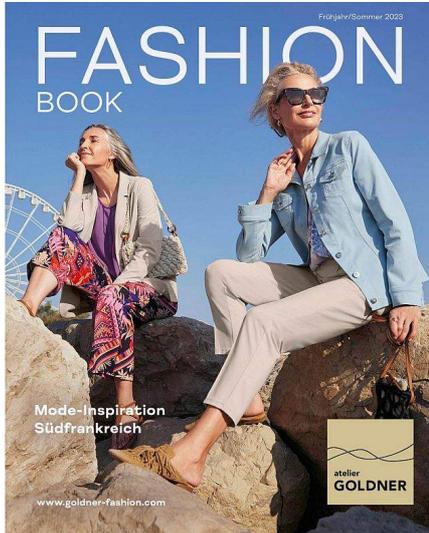


atelier GOLDNER



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

target group characteristics

sexcode

women: 98% men: 2%

target groups

- + age: from 65 years
- + women
- + household net budget high
- + fashion
- + seniors
- + mail order affine

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.

Further selection options are available on request.

25% discount for the first booking on package inserts!

acquisition

- + ads
- + inserts
- + catalogue mailing
- + online
- + webshop

quality

- + inserts possible
- + real age
- + proof of origin
- + date of purchase
- + Robinson cleaned

selections and prices

95.424	clients last 0-6 months	€ 190,00	o/oo
51.999	clients last 7-12 months	€ 180,00	o/oo
32.538	clients last 13-18 months	€ 170,00	o/oo
31.054	clients last 19-24 months	€ 160,00	o/oo

selection improvements

164.700	multibuyers plus	€ 10,00	o/oo
92.070	clients educated affinity politics/science/economics	€ 180,00	o/oo
58.525	clients book lovers/readers	€ 180,00	o/oo
66.058	clients with higher / very high purchasing power	€ 180,00	o/oo
22.354	clients donation affine / high social interest	€ 180,00	o/oo
89.832	clients onlineaffine	€ 180,00	o/oo
69.986	clients wellness/fitness/healthy eating	€ 180,00	o/oo
106.924	clients 1-2 Family houses	€ 180,00	o/oo
20.558	clients beauty fans	€ 180,00	o/oo
8.647	clients bargain hunters	€ 180,00	o/oo
66.507	clients living/garden	€ 180,00	o/oo
102.141	clients fashionaffine/upmarket+other clothing	€ 180,00	o/oo
25.282	clients sweepstakeaffine	€ 180,00	o/oo

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

60 % of delivery quantity

additional costs:

age selection

€ 8,00 per tsd. min. € 130,00

flagging

€ 130,00 flat

score-selection

€ 25,00 per tsd.

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

express delivery costs

€ 75,00 flat