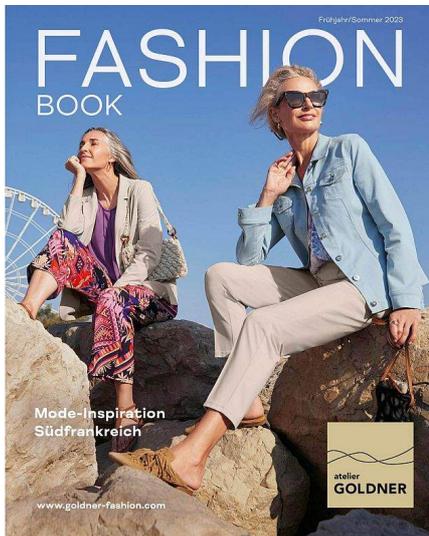


## atelier GOLDNER - Finland



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

### target group characteristics

#### sexcode

women: 99,8% men: 0,2%

#### target groups

- + age: from 65 years
- + abroad
- + abroad Finland
- + 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.

25% discount for the first booking on package inserts!

### selections and prices

6.707	clients 0-6 months	€ 320,00	o/oo
4.174	clients 7-12 months	€ 320,00	o/oo
4.854	clients 13-24 months	€ 320,00	o/oo

### selection improvements

12.975	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:

##### express delivery costs

€ 75,00 flat

##### flagging

€ 130,00 flat

##### GDPR compliant delivery of curr. suppressions

€ 75,00 flat