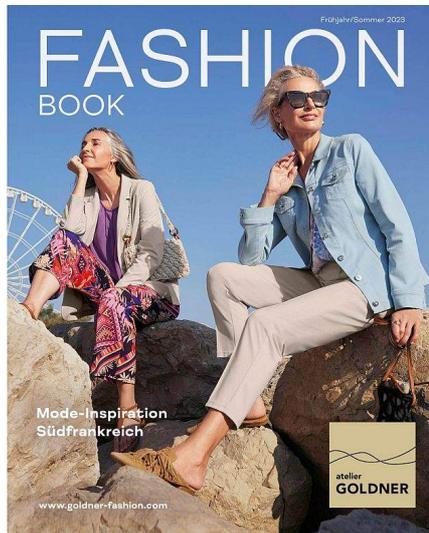


atelier GOLDNER - Netherlands



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

target group characteristics

sexcode

women: 99,4% men: 0,6%

target groups

- + age: from 65 years
- + abroad
- + abroad Netherlands
- + 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

17.923	clients 0-6 months	€ 220,00	o/oo
9.862	clients 7-12 months	€ 210,00	o/oo
5.921	clients 13-18 months	€ 200,00	o/oo
6.245	clients 19-24 months	€ 190,00	o/oo

selection improvements

31.020	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

80 % of delivery quantity

additional costs:

age selection

€ 8,00 per tsd. min. € 130,00

express delivery costs

€ 75,00 flat

flagging

€ 130,00 flat

GDPR compliant delivery of curr. suppressions

€ 75,00 flat