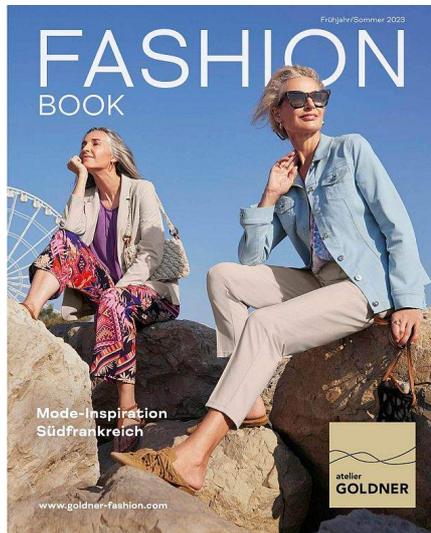


## atelier GOLDNER - Switzerland



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

### target group characteristics

#### sexcode

women: 99% men: 1%

#### target groups

- + age: from 65 years
- + abroad
- + abroad french Switzerland
- + abroad german Switzerland
- + 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 to 2,000 in the German-speaking and 1,000 in the French-speaking part of Switzerland.

25% discount for the first booking on package inserts!

### selections and prices

5.117	clients 0-6 months ger.CH	Sfr 350,00	o/oo
3.298	clients 7-12 months ger.CH	Sfr 340,00	o/oo
4.073	clients 13-24 months ger.CH	Sfr 330,00	o/oo
1.421	clients 0-6 months fr.CH	Sfr 350,00	o/oo
636	clients 7-12 months fr.CH	Sfr 340,00	o/oo
687	clients 13-24 months fr.CH	Sfr 330,00	o/oo

### selection improvements

11.918	multibuyers plus	Sfr 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

50 % 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