

EUROtops - Belgium

website: www.eurotops.be

last update: April 2023

target group characteristics

sexcode

women: 20% men: 80%

target groups

- + age: 50 years +
- + abroad
- + abroad Belgium
- + best ager
- + house | garden | apartment
- + men
- + fashion
- + novelties
- + habitation / furnish

acquisition

- + ads
- + inserts
- + catalogue mailing
- + mailings
- + webshop

quality

- + real age
- + date of purchase

product information

The history of EUROtops starts 1985 in Germany. Since its founding, the company with French origin has positioned itself as a novelty mail order company for the demanding gentlemen. In addition to ladies' and gentlemen's fashion, they also offer unusual gifts, products for the house, bathroom and kitchen - for indoor and outdoor, accessories and a variety of technical gadgets that make men's hearts beat faster. The products of EUROtops appeal to the hobbyist, the collector, the barbecue friend, the technology lover, the do-it-yourself and the garden owner. The EUROtop's target group is mostly male and older than 50 years. Catalogues are regularly sent out which guarantees the high currentness of the data.

selections and prices

10.605	clients flemish 0-24 months	€ 180,00 o/oo
11.855	clients walloon 0-24 months	€ 180,00 o/oo
15.247	clients flemish older than 24 months	€ 180,00 o/oo
19.462	clients walloon older than 24 months	€ 180,00 o/oo

selection improvements

younger recency	€ 10,00 o/oo
age	€ 20,00 o/oo
multibuyers	€ 10,00 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

100 % of delivery quantity

additional costs:

flagging

€ 130,00 flat

express delivery costs

€ 75,00 flat

GDPR compliant delivery of curr. suppressions

€ 75,00 flat