

EUROtops



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.

Renting preferred on a mutual basis

selections and prices

1.565.655	clients	€ 218,00	o/oo
874.824	thereof multibuyers	€ 228,00	o/oo
690.831	thereof singlebuyers	€ 208,00	o/oo

selection improvements

	last purchase date additional	€ 5,00	o/oo
406.014	clients fashionaffine/upmarket+other clothing	€ 180,00	o/oo
606.529	clients educated affinity politics/science/economics	€ 180,00	o/oo
212.863	clients sweepstakeaffine	€ 180,00	o/oo
414.633	clients wellness/fitness/healthy eating	€ 180,00	o/oo
368.089	clients living & garden	€ 180,00	o/oo
505.603	clients onlineaffine	€ 180,00	o/oo
148.890	clients donation affine / high social interest	€ 180,00	o/oo
225.098	clients Finanzaffine	€ 180,00	o/oo
270.389	clients book lovers/readers	€ 180,00	o/oo
64.213	clients SoHo's	€ 180,00	o/oo
121.548	clients beauty fans	€ 180,00	o/oo

website: www.eurotops.de

last update: April 2023

target group characteristics

sexcode

women: 27% men: 71%

companies: 2%

target groups

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

acquisition

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

quality

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

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

70 % of delivery quantity

additional costs:

flagging

€ 130,00 flat

age selection

€ 8,00 per tsd. min. € 130,00

GDPR compliant delivery of curr. suppressions

€ 75,00 flat

score-selection

€ 25,00 per tsd.

express delivery costs

€ 75,00 flat