

EUROtops - France



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

29.522	clients last 0-6 months
20.341	clients last 7-12 months
42.649	clients last 13-24 months
40.407	clients older than 24 months

selection improvements

multibuyers

€	240,00	o/oo
€	220,00	o/oo
€	200,00	o/oo
€	180,00	o/oo

€	10,00	o/oo
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website: www.eurotops.fr

last update: April 2023

target group characteristics

sexcode

women: 14% men: 86%

target groups

- + age: 50 years +
- + abroad
- + abroad France
- + best ager
- + foto / video / digital
- + gifts + promotion articles
- + house | garden | apartment
- + men
- + fashion

acquisition

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

quality

- + inserts possible
- + real age
- + 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

100 % of delivery quantity

additional costs:

age selection

€	8,00	per tsd.	min. €	130,00
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express delivery costs

€	75,00	flat
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flagging

€	130,00	flat
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GDPR compliant delivery of curr. suppressions

€	75,00	flat
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