

country's' End CORE



website: www.landsend.de

last update: January 2023

target group characteristics

sexcode

women: 73% men: 27%

target groups

- + age: 30- 45 years
- + age: 45 - 55 years
- + age: 50 years +
- + family
- + women
- + household net budget high
- + average net income
- + fashion

acquisition

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

quality

- + inserts possible
- + proof of origin
- + date of purchase

product information

Since a few years the well-known American mail order company offers American clothes for men and women for the German market. The range of products includes classic clothing, polo shirts, turtlenecks, t-shirts, jumpers, jeans and chinos. The price level is medium.

The target group is quality-orientated and lives an individual lifestyle.

Rental only on a reciprocal basis.

selections and prices

43.976	Single buyer last 0-6 months	€ 190,00	o/oo
229.500	Multi buyer last 0-6 months	€ 200,00	o/oo
23.554	Single buyer last 7-12 months	€ 190,00	o/oo
116.190	Multi buyer last 7-12 months	€ 200,00	o/oo
35.849	Single buyer last 13-18 months	€ 180,00	o/oo
89.545	Multi buyer last 13-18 months	€ 190,00	o/oo
25.303	Single buyer last 19-24 months	€ 180,00	o/oo
71.745	Multi buyer last 19-24 months	€ 190,00	o/oo
840.933	Single buyer older than 24 months	€ 160,00	o/oo
1.237.010	Multi buyer older than 24 months	€ 170,00	o/oo
1	email-Newsletter	on request	

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 according to first name

€ 130,00 flat

GDPR compliant delivery of curr. suppressions

€ 75,00 flat