

Lands' End CORE

parcel inserts



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

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.

quantity / weight / prices

total capacity	quantity	weight	price
January	149.104	up to 20 gram	200,00 € o/oo
February	68.591	up to 30 gram	210,00 € o/oo
March	65.980	up to 40 gram	220,00 € o/oo
April	88.133	up to 50 gram	230,00 € o/oo
May	77.971	up to 60 gram	240,00 € o/oo
June	79.553	up to 70 gram	250,00 € o/oo
July	62.422	up to 80 gram	260,00 € o/oo
August	53.543	up to 90 gram	270,00 € o/oo
September	90.340	up to 100 gram	280,00 € o/oo
October	86.343		
November	119.961		
December	140.913		

conditions / terms of delivery

maximum-size: on request
maximum-weight: up to 100 gram
foreign inserts: 2
minimum order quantity: 5.000