

## country's End KIDS



### product information

The well-known American mail-order company Lands' End offers children's fashion for discerning kids through its Lands' End KIDS division. From shirts to trousers and skirts to shoes, parents and children will find everything that belongs in a well-stocked children's wardrobe. The range includes classic styles for festive occasions and children's birthdays as well as modern outfits for every day. Shirts with long and short sleeves as well as fine blouses and cool shirts are combined with beautiful skirts and casual trousers. Highlights can be shoes, jackets and scarves. Warm coats and light jackets provide the perfect outfit for school and leisure in every season.

The predominantly female target group buys quality-consciously and cultivates an individual lifestyle. The range is aimed at toddlers and children of primary school age.

Rental only on a reciprocal basis.

### selections and prices

3.567	Single buyer last 0-6 months	on request
8.679	Multi buyer last 0-6 months	on request
3.023	Single buyer last 7-12 months	on request
5.589	Multi buyer last 7-12 months	on request
3.309	Single buyer last 13-18 months	on request
3.711	Multi buyer last 13-18 months	on request
1.978	Single buyer last 19-24 months	on request
2.265	Multi buyer last 19-24 months	on request
53.203	Single buyer older than 24 months	on request
80.200	Multi buyer older than 24 months	on request

**website:** www.landsend.de

**last update:** June 2022

### target group characteristics

#### sexcode

women: 85% men: 15%

#### target groups

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

#### acquisition

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

#### quality

- + proof of origin
- + date of purchase

### 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