

mensache



product information

Discover an exclusive selection of innovative, useful and original products for men.

There are products from the field of home & house, fancy gifts, textiles, erotic products and a variety of technical gadgets that make men's hearts beat faster. The products of Männersache speak to the hobbyist, the collector, the barbecue friend, the technology lover, the do-it-yourself-man and the garden owner.

The target group is by majority male and older than 50 years. This target group is very attractive for your new customer acquisition.

Regular send outs of catalogues ensure the addresses are up to date.

selections and prices

| | | | |
|--------|------------------------------|----------|------|
| 9.913 | clients last 0-12 months | € 230,00 | o/oo |
| 15.203 | clients last 13-24 months | € 220,00 | o/oo |
| 21.693 | clients older than 24 months | € 210,00 | o/oo |
| | multibuyers | € 10,00 | o/oo |

website: www.eurotops.de/maennersache

last update: January 2020

target group characteristics

sexcode

women: 4% men: 95%

target groups

- + age: 50 years +
- + best ager
- + leisure time
- + health
- + house | garden | apartment
- + men
- + novelties

acquisition

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

quality

- + real age
- + proof of origin
- + inactive Liste
- + date of purchase
- + postal check
- + Robinson cleaned
- + Vermietung eingestellt

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

express delivery costs

€ 75,00 flat

age selection (real age)

€ 8,00 per tsd. min. € 130,00

GDPR compliant delivery of curr. suppressions

€ 75,00 flat