



## Description

CYRILLUS sells classical fashion in high quality for the whole family through catalogues and internet. The main target group consists of females aged between 25 and 40 years. But also for young families with babies and children the extraordinary collection of CYRILLUS is very attractive. CYRILLUS attaches great importance on natural materials, fashionable cuts and a perfect manufacture. The fashion is easy to clean, practical and sturdy.

The price level of this high-quality fashion is above-average and represents the sophisticated lifestyle of its customers. A main catalogue goes to customers and prospects two times a year. Multiple buyers receive additional mailings with attractive special offers on a regular basis. The larger part of new customer acquisition is made by means of addressed mailings and catalogues. The customers are also generated by means of inserts, publications, e-mail campaigns and member-gets-member offers.

## Details

<b>Potential German speaking Switzerland</b>		<b>Selection criteria</b>	
Buyers 0-12 months	2 704	Product groups, gender, postal code area, etc.	
Buyers 13-24 months	1 763		
<b>Potential French speaking Switzerland</b>		<b>Age structure</b>	
Buyers 0-12 months	13 021	Real age	65%
Buyers 13-24 months	4 933	Average age	25-45 years
		<b>Profile</b>	
		Males	3%
		Females	94%
		Families	3%

## Conditions

<b>Price</b>		<b>Selection fees</b>	9,00 € o/oo min.180,00 €
Buyers 0-24 months	290,00 € o/oo	<b>Flagging costs</b>	150,00 €
Buyers 24+ months	270,00 € o/oo	<b>Delivery fees</b>	40,00 €
Prospects 0-24 months	240,00 € o/oo	<b>Invoicing rate</b>	70%
		<b>Minimum order qty</b>	5,000 addresses

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