



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

Address potential

Buyers 0-6 months	257,411
Buyers 7-12 months	144,207
Buyers 13-24 months	172,140

Selection criteria

Product groups, gender, postal code area, etc.

Profile

Males	3%
Females	97%

Age structure

Average age 28-49 years

Conditions

Price

Buyers 0-6 months	230,00 € o/oo
Buyers 7-12 months	230,00 € o/oo
Buyers 13-24 months	200,00 € o/oo

Selection fees

15,00 € o/oo min..

Database flat fees

230,00 €

Minimum invoicing

100%

Minimum order quantity

5,000 addresses

January 2017