



MUSEUM[®] SELECTION

Description

Museum Selection offers a wide range of original gifts and decorative items inspired by the leading collections of museums and art galleries of the world. This includes items for the home and garden (the finest replicas, furniture, tableware) as well as clothing, fashion accessories and jewellery. Museum Selection is available via mail order catalogues, and is on-line at <https://www.museumselection.fr>. The catalogue is mailed 8 times per year in France.

Profile

Buyers are predominantly aged over 60 years, 92% female, and with high disposable incomes. These affluent consumers are extremely comfortable purchasing products via mail order. They are over-represented in the Paris Metro Area (especially in Western suburbs), and also in small/medium French towns. They are recruited using direct mail and package inserts, and their average order value is over €100.

Available selects

Geo, gender, recency, frequency.

RECOMMENDED USAGE

Clients of Museum Selection are frequent distance buyers, using both offline and online. They are the ideal audience for all offers of home equipment, leisure, health and beauty. By their profile, they are also potential donors.

Universe (France):



0-12 months: 17000 rec.

13-24 months: 11500 rec.

Rental prices:

Postal addresses

Base rental per 1000.....220 €

Flat setup fees.....230€

Minimum order: 5 000 records

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