EXCLUSIVE

MADELEINE

Parcel inserts
MADELEINE | FRANCE 2027

High-quality womenswear

www.madeleine.com

Updated: Dezember 2026

100% Consumer
Men: 3 % **/ Women:** 97 % **/ Companies:** 0%
Main age group: 60+ years

Other options: Address rental

Acquisition
Catalogue mailings
Mailings
Online shop
Inserts

Target group
Lifestyle
Fashion
Wine / Delicatessen
Travel

Maximum number of inserts:
4 inserts

Parcel inserts

Format: max. DIN A5, minimum order 5,000

Up to 20 grams	210€ ‰
Up to 30 grams	240€ ‰
Up to 50 grams	260€ ‰
From 51 grams	on request

Brief description

MADELEINE stands for exclusive womenswear combining timeless elegance with modern femininity. This premium mail-order retailer delights style-conscious women with distinctive designs, a perfect fit and high-quality materials. Each collection blends current fashion with confident chic for women who value quality, style and a self-assured appearance. MADELEINE creates fashion that feels as good as it looks: elegant, effortless and always a little special.

MADELEINE customers value quality, a sense of style and the perfect look. They prefer to invest in carefully chosen favourite pieces rather than short-lived trends. They expect fashion that enhances their feminine elegance while meeting their high standards for workmanship, fit and exclusivity.

2027		2027	
Month	**Capacity**	**Month**	**Capacity**
January	2.800	July	2,700
February	4.300	August	3,700
March	4.800	September	4,700
April	4.800	October	4,900
May	4.700	November	6,200
June	4.000	December	3,200