

# bid tv DRTV Mail Order Buyers Insert Programme



Monthly Insert Volume: **up to 400,000**

Cost Per '000: **£45**

## PRODUCT DESPATCH

*Reduced Rate Available For  
Media & Print Package*

## PROFILE

- 63% female, 37% male
- Aged 35+ years
- Household income £25,000+
- 78% home owners, 64% married
- Read popular and mid-market press
- Enjoy home shopping, personal computing, fashion, pets, DIY
- Full profile available on request

## SOURCE

- Buyers from live TV home shopping channel
- [www.bid.tv](http://www.bid.tv)
- [www.speedauction.tv](http://www.speedauction.tv)

## BACKGROUND

bid tv is a live and interactive home shopping channel whereby, customers participate and place an order via the telephone or web. The channel is available to over 22 million SKY, Virgin TV, freesat and Freeview homes. This programme also consists of buyers from sister channel speed auction tv which is also available on SKY and Virgin TV.

This insert programme has up to 400,000 spaces available each month via product despatch. Products purchased include cosmetics, home & lifestyle, fashion, entertainment and electrical. Popular products include Burberry & Paris Hilton perfumes, Tommy & Kate clothing and accessories, and Diamonesque jewellery.

Customers are very loyal and the audience is predominantly female, aged 35+ years. We highly recommend this programme for health, mail order catalogues, fashion, telecommunications, home entertainment and financial service offers.

## INSERT SCHEDULE AND AVAILABILITY

Up to 400,000 available each month  
Please enquire for volumes available each month.

*Call for approval and availability*

## USEFUL INFORMATION & RATES

Inserts £45

Commission to DMA Members up to 10%

*\*Rates based on weight less than 10 grams. Inserts over 10 grams subject to additional charge.*

**List Opportunity also available**

## Information updated monthly

Check out our website: [www.medialabgroup.co.uk](http://www.medialabgroup.co.uk)

Or telephone **+44 (0)20 7534 1760**

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group

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## EXAMPLES



## RESTRICTIONS

- Sample insert submitted for approval
- Minimum order: Total monthly volume
- Maximum size: A5
- Maximum weight: 10 grams
- First time order must be prepaid
- Brokerage commission rates are offered on a reciprocal basis where applicable
- Full terms and conditions available on request
- Insert agreement must be signed by mailer

Check out the website at: [www.bid.tv](http://www.bid.tv)

## ILLUSTRATED PROFILE

Gender



Hobbies & Interests

