

bid shopping DRTV Mail Order Buyers Insert Programme



Monthly Insert Volume: **up to 450,000**

Cost Per '000: **£45**

PRODUCT DESPATCH

*Reduced Rate Available For
Media & Print Package*

PROFILE

- 63% female, 37% male
- Aged 30-64
- Average 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 channels
- www.bid.tv
- www.price-drop.tv
- www.speedauction.tv

BACKGROUND

bid shopping are shopping stations with a difference. The home shopping company operate three live TV channels: bid tv, price-drop tv and speed auction tv. All three channels are live and interactive whereby, customers participate and place an order via the telephone or web. bid shopping are available to over 22 million satellite, cable and Freeview homes.

Their insert programme has up to 450,000 spaces available each month via product despatch. Products purchased include fashion, jewellery, home, garden and children's products. Customers are very loyal and the audience is predominantly female, aged 30-64 years.

Guided by the performance of the mailing list, this insert programme should certainly appeal to fashion and mail order catalogues, health, telecommunications, home entertainment and financial service offers.

INSERT SCHEDULE AND AVAILABILITY

Up to 450,000 inserts available each month

Selections available into high value goods (i.e. more expensive products such as jewellery).

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

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

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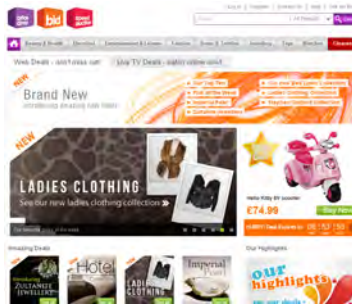
Contact us on: 020 7534 1760
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EXAMPLES



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

ILLUSTRATED PROFILE

Gender



Hobbies & Interests

