



INSERT

## Simply Home Entertainment mail order buyers

**Gender:** Non biased 50/50 split  
**Age:** 50-55  
**Income:** Affluent

### Up to 120,000 Catalogue Mailings per month

Simply Home Entertainment are a specialist DVD supplier serving a quarter of a million customers with special interest, classic film & TV titles. Working with the BBC, Channel 4, Granada Ventures, National Geographic and the Discovery Channel, Simply Home Entertainment bring classic television series and documentaries to DVD for the first time.

#### Recruitment

Customers are recruited through OTP and inserts in both the national press and specialist publications, via DRTV, and their extensive website. Some are also acquired in person at Major UK air shows.

#### Insert rates

£45 /000 for inserts weighing 10 grams or less  
Heavy inserts are available - price on application | Prices exclude VAT

#### Volumes available

**Catalogue mailings:** Up to 120,000 per month  
Maximum insert size - A5 (A4 folded) | Only 3 slots available

#### Benefits

Mail order responsive | Very loyal customers  
Repeat mail order buyers | No competing inserts

#### Other information

Minimum order 50,000 or £500  
NB: Sample required for approval  
Agency commission - 10%  
[www.simplyhe.co.uk](http://www.simplyhe.co.uk)



For more information, please contact one of the sales team on

01225 480480

or email

[sales@responseone.co.uk](mailto:sales@responseone.co.uk)

In addition, we can also offer print and production services

[www.responseone.co.uk](http://www.responseone.co.uk)

