



LIST

## Simply Home Entertainment mail order buyers

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

**53,000 buyers (0-12 months)**

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.

### Standard rental rates

**Actives:** £120 /000 | Prices exclude VAT

### Selection rates

**Recency:** £7 /000 | **Multibuyers:** £10 /000 | **Premier service:** £10 /000

**Gender:** £7 /000 | **Genre:** £10 /000 | **Spend:** £10 /000

**Geographic:** £7 /000 | **Web-buyers:** £10 /000

### Production costs

**E-mail delivery:** £50 flat fee

**Run-on charge:** £10 /000

### Benefits

Mail order responsive | Repeat mail order buyers  
Very loyal customers

### Other information

Minimum order 10,000 or £500

NB: Sample required for approval

Agency commission - 10%

One time usage only

[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)

