

**Annual Insert Volume: 6,000,000****Cost per '000: £45****PRODUCT DESPATCH****DRTV**
REDUCED RATE AVAILABLE FOR MEDIA & PRINT PACKAGE**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 500,000 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 & Availability

Up to **500,000 available each month**
Call for availability and approval
Please enquire for volumes available each month.

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
- www.speedauction.tv

TV Channels:

bid tv:
Virgin TV 745
Freeview 23
Sky 654
freesat 802



speed auction tv:
Virgin TV 746
Sky 665
freesat 814

...Please turn over for further information

ASK US FOR A FREE PRINT QUOTE ON YOUR INSERTS
Data correct as of February 2010

3rd Floor, Avenue House,
25-27 Shaftesbury Avenue,
London W1D 7EQ
Tel: +44 (0)20 7534 1760
Fax: +44 (0)20 7534 1761
Email: info@medialabgroup.co.uk
Web: www.medialabgroup.co.uk



Example



Illustrated Profile

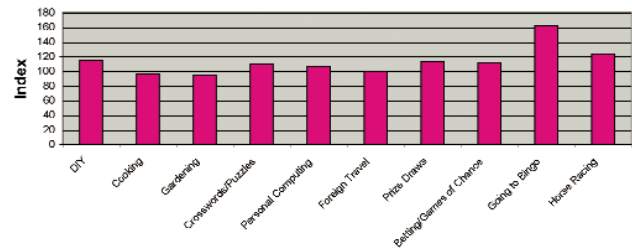
Gender

female

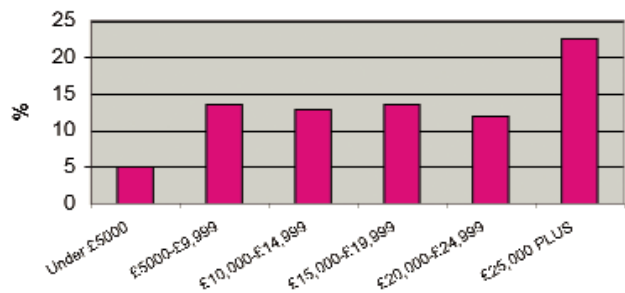
male



Hobbies & Interests



Affluence Indicators



Insert Rates (per '000)

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 .

Useful Info

- Check out the website at:
- www.bid.tv
- www.speedauction.tv

Restrictions

Sample insert submitted for approval
Minimum order: 200,000
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