

Love Film has recently celebrated reaching 1 million subscribers, proving that even in, or perhaps especially in, financial climates such as these, online DVD rental really is an attractive proposition. Inserts can be carried in DVDs posted to customers, in volumes of approximately 2,000,000 per month.

Profile

Gender
Age
Affluence
Selections

Predominantly male
Predominantly 20-40
Generally ABC1
Available

Non-selective inserts

Selective inserts

Gender
Age
Geography
Film Interest

Agency Commission

Rates

Price on application

Price on application

10% to DMA registered brokers

www.lovefilm.com

Annual volume: 24 million approx

Print available for an additional charge

Intelligent Inserts:

With very high open rates, solus inserts and accurate targeting available it is easy to see why this channel is so appealing to advertisers. With many taking advantage of the opportunity to co-brand and place samples, this channel really can be adapted to suit a wide variety of advertisers needs.

Fulfilment and Delivery:

Inserts carried in LOVE FiLM must be a maximum of CD size and LOVE FiLM can offer a full print service where required. For pre printed inserts delivery must be made no less than 3 working days before the start date. For selective inserts (selections are available on age, gender, geography and film preference) volumes should be confirmed in advance. Advertisers can also choose to reach the customer up to a maximum number of agreed times across the campaign if required.

LoveFilm Inserts are brought to you by TRG Strata:

TRG Strata is the respected, capable and friendly face of List and Insert Management. We pride ourselves on our professionalism, extensive experience, in depth knowledge and personable approach to business - all of which enables us to deliver a superior level of service and account management. Our clients tell us that this is what differentiates us from our competitors and why they continue to use us time and time again.

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TRG STRATA
managing data
into revenue