

LOVEFiLM is a leading film subscription service, combining the benefits of DVD rental by post and, more recently, watching movies online via the LOVEFiLM Player. Customers can choose how they want to watch from a selection of over 70,000 titles, including DVDs, video games and digital streaming, paying fees of up to £15.99 per month. With over 1.4 million subscribers, inserts can be carried in DVDs posted to customers, in volumes of approximately 700,000 per week.

Profile

Gender	52% male (selectable)
Age	61% Aged 25-44
Geo	24% London ITV region (selectable)
Affluence	63% ABC1
Marital Status	42% married/co-habiting
Children	35% have children
Internet Usage	90% use internet daily

Non-selective Inserts

Selective Inserts

- Gender
- Credit Card
- Geography
- Film Interest

Minimum Order

Rates

Price on application

Price on application

200,000

www.lovefilm.com

Annual volume: 36 million approx

Ask us about LOVEFiLM online display media and envelope advertising.

tel: 020 7940 9797

email: media@scientiadata.com

Intelligent Inserts:

With very high open rates 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. This is a great way of getting your message direct to your target audience's living room, alongside their eagerly awaited DVD.

Fulfilment and Delivery:

Inserts carried in LOVEFiLM must be 140x110mm, 200gsm. LOVEFiLM 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, 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.

LFI001

LOVEFiLM Inserts are available through the Media Management division of Scientia Data:

We offer a friendly and professional approach to business, underpinned by extensive experience and in-depth knowledge of the direct marketing industry – all of which enables us to deliver a superior level of service and account management to our customers. Our clients tell us this is what differentiates us from our competitors and why they continue to come back time and time again.

