



blockbuster.co.uk

Product Despatch

Engage with Blockbuster's online savvy consumers!

Opportunity Details

Type

**Product Despatch
(DVD Rentals)**

Monthly Volume

175,000

Frequency

Monthly

Minimum Booking

100,000

Insertions

**Maximum of 2 non-competing
inserts per package**

Media Rate (net)

£45/000

Agency Commission

Not payable

Max Size

120mm x 145mm

Max Weight

8g

- Delivery specifications available on request
- Copy approval required prior to booking
- Please supply artwork 14 days prior to print deadline (we will provide full timelines at time of booking)
- Prices exclude VAT

Blockbuster Customer Profile

- ABC1, C2, D
- Aged 25-45
- 58% males, 42% females
- Segmentation available
- Internet savvy consumers

**Ideally suited for
Advertisers from the
following sectors:**



- Mail Order & Online Retail
- Financial Services
- Utilities & Home Care Products
- Mobiles & Broadband
- Charities



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Advertisers can now access Blockbuster's online savvy audience via 3rd party inserts into their DVD rental despatches. There's a maximum of 2 non-competing inserts per package, so there's no clutter which ensures superb responses and ROI.

Blockbuster.co.uk launched in 1996... Blockbuster's goal is to be the destination of choice for movies, games and home entertainment both in-store and online. Blockbuster.co.uk provides movie fans with an effortless and convenient way to rent DVDs from the comfort of their own home. Blockbuster has exclusive titles available each and every month, so Blockbuster customers can be the first to enjoy top movies as soon as they are released.



Selling powerful media with passion

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