

Ideal World DRTV Buyers Insert Programme



Monthly Insert Volume: **up to 265,000**

Cost Per '000: **£45**

PRODUCT DESPATCH

*Reduced Rate Available For
Media & Print Package*

PROFILE

- 67% female
- Predominantly aged 40+
- Average household income £15,000 - £19,999
- 68% are married
- Items range from a few pounds to several thousand
- Full profile available on request

BACKGROUND

Ideal World broadcast four home shopping channels, Sky 644, 651, 668 & 671; Freeview 22 & 36, Freesat 812, 810 & 813, Virgin 747. The first channel was launched in 2000 by Ideal Shopping Direct Limited. Ideal World specialises in innovative products with a story to tell, across the categories of fashion, health and beauty, leisure, craft, homewares, garden and technology. Fifteen presenters reflect the channels motto: 'Family, Friendship and Fun'.

Ideal World is supported by their websites www.idealworld.tv and www.createandcraft.tv giving full product information and offering customers an alternative route to telephone ordering.

The insert programme has up to 283,000 spaces available each month via product despatch. Recommended for offers relating to health, telecommunications, financial services, charities, collectables, food & drink, holidays and mobility.

INSERT SCHEDULE AND AVAILABILITY

Inserts availability each month

| | Volume | Delivery Dates for 2011 | Start Dates for 2011 |
|------------------|---------|-------------------------|----------------------|
| November: | 219,000 | 25th October | 1st November |
| December: | 265,000 | 24th November | 1st December |

Call for approval and availability

SOURCE

- Digital Television
SKY channels
644, 65, 668 & 671;
Freeview 22 & 36; Freesat
810 & 813 and Virgin 747
- Online www.idealworld.tv
& www.createandcraft.tv

USEFUL INFORMATION & RATES

Inserts £45

Commission to DMA Members: 10%

*Rates based on weight less than 10 grams. Inserts over 10 grams subject to additional charge.

Information updated monthly

Check out our website at: www.medialabgroup.co.uk

Or telephone **+44 (0)20 7534 1760**

MediaLab Group
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25-27 Shaftesbury Avenue,
London, W1D 7EQ



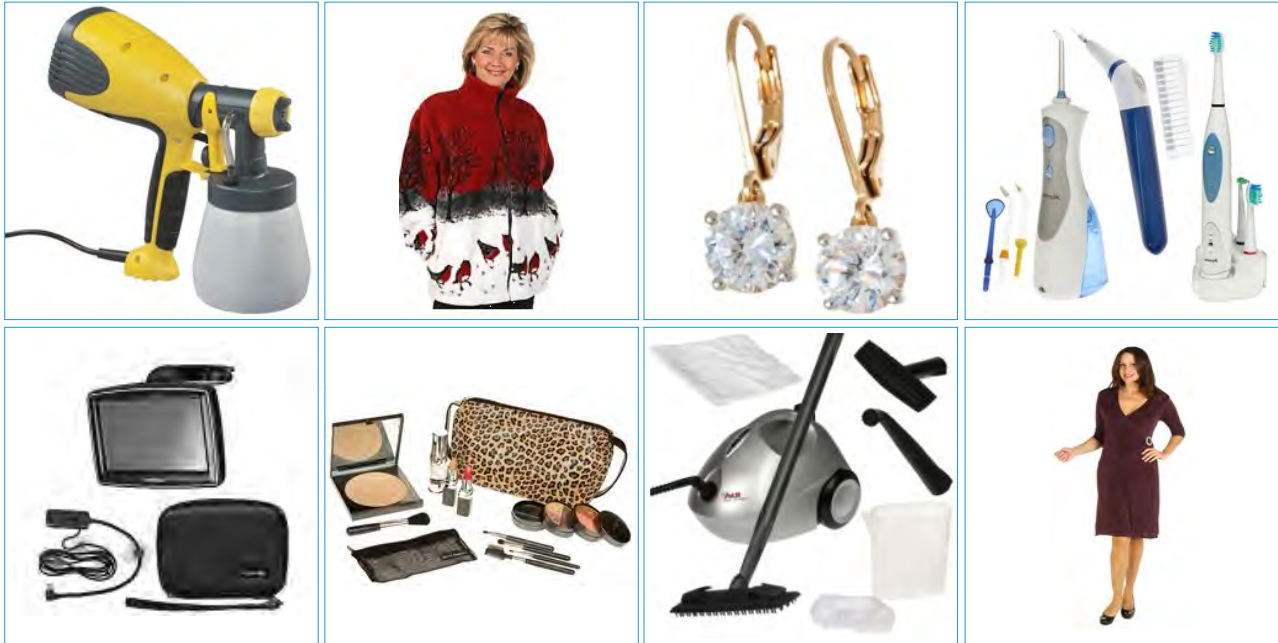
Contact us on: 020 7534 1760
Email: info@medialabgroup.co.uk
Website: www.medialabgroup.co.uk

medialab
group

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EXAMPLES



RESTRICTIONS

Sample insert submitted for approval
 Minimum order: 100,000
 Maximum size: A4
 Maximum weight: 18 grams
 First time order must be prepaid
 Planning commission rates are offered on a reciprocal basis where applicable
 Full terms and conditions available on request
 Insert agreement must be signed by advertiser

Check out their websites at:

- www.idealworld.tv
- www.createandcraft.tv

ILLUSTRATED PROFILE

Gender



Hobbies & Interests

