Ideal World broadcast four home shopping channels; Ideal World (Sky 644 | Freeview 22 | Virgin 747 | Freesat 812), Extra (Sky 651 | Freesat 810), Creat and Craft (Sky 671 | Freeview 36 | Freesat 813), The Deal Channel (Sky 668 | Freeview 39 | Freesat 811). The first channel was launched in 2000 by Ideal Shopping Direct Limited.

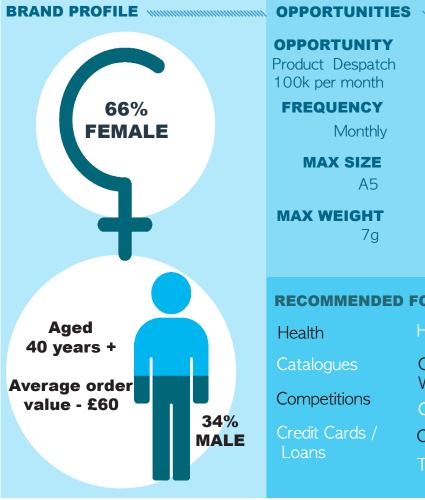
Ideal World specialise in innovative products with a story to tell, across the categories of fashion, health and beauty, leisure, craft, homewares, garden and technology. Fifteen presenters reflect the channels motto: 'Family, Friendship, Fun.'





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MIN VOLUME 80K per month

MEDIA RATE

£45 per '000 base on 10 grams

COMMISSION 10%

RECOMMENDED FOR

Household Utilities

Confectionary / Wine Offers

Charities

Collectables

Telecomms

Medialab.

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