

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.'



Data Driven Success

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## BRAND PROFILE

66%  
FEMALE

Aged  
40 years +

Average order  
value - £60

34%  
MALE

## OPPORTUNITIES

### OPPORTUNITY

Product Despatch  
100k per month

### MIN VOLUME

80K per  
month

### FREQUENCY

Monthly

### MEDIA RATE

£45 per '000  
base on 10  
grams

### MAX SIZE

A5

### COMMISSION

10%

### MAX WEIGHT

7g

## RECOMMENDED FOR

Health

Household Utilities

Catalogues

Confectionery /  
Wine Offers

Competitions

Charities

Credit Cards /  
Loans

Collectables

Telecomms