

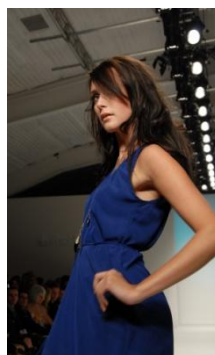


FASHIONTV

- One of the **BEST DISTRIBUTED TV** channels in the world – 10 satellites and 2,000 cable systems with a total of **350 MILLION HOUSEHOLDS** in 200 countries
- The **BIGGEST FASHION MEDIUM** in the world and the **ONLY EQUIVALENT** to hundreds of fashion and lifestyle **PRINT MAGAZINES**
- The most **POPULAR TV** channel in **7 MILLION PUBLIC PLACES** worldwide
- The **ONLY** global, 24/7 **FASHION, beauty, and style TV** station

TOP 5 BENEFITS FTV offers to Travel & Tourism Advertisers:

- A **HIGH-CLASS, credible, international MEDIA ENVIRONMENT** ideal for leading brands with global presence
- Direct **CONTACT WITH** an upscale target group of **FREQUENT TRAVELERS**
- Powerful **INTERNATIONAL EXPOSURE** in an uncluttered and unique advertising environment
- INCREASED** advertising **AWARENESS** due to the interested and loyal audience
- Presence on a **MULTI-MEDIA PLATFORM** with an exclusive Travel & Tourism **RELEVANT CONTENT & EFFECTIVE REACH** on TV + WEB, with **FTV.COM** generating **1 MILLION VISITORS** per month





FASHIONTV is a VISUAL EXPERIENCE. So is the reason behind attracting TRAVELERS to YOUR DESTINATION.

FTV Viewers...

- ✦ TRAVEL FREQUENTLY & EXTENSIVELY
- ✦ SPEND MANY NIGHTS IN HOTELS
- ✦ FLY INTERNATIONALLY for BUSINESS & PLEASURE
- ✦ LIKE TO EXPLORE STYLISH, TRENDY, NEW and EMERGING DESTINATIONS, and are always looking for a NEW PLACE TO BE...

Defined as:

GLOBETROTTERS – EARLY ADOPTERS – OPINION LEADERS

YOUNG WITH MONEY – UPSCALE – TRENDY – AD AWARE

- ✦ Considered the most luxurious target group among all media consumers
- ✦ Premium, big spender viewers who over-index on key lifestyle characteristics such as travelling, entertainment, luxury, fashion, etc.

Demographic Profile:

- ✦ Adults in the age of 21-44 (61%); 45-54 (23%); 55+ (16%)
- ✦ 65% male and 35% female
- ✦ 62% are educated with a degree or equivalent

ESTIMATED REACH		
FEEDS	Distribution in Households	Monthly People Reach
GLOBAL	350.000.000	56.875.000
PAN-EUROPEAN	122.000.000	19.825.000
UK	9.000.000	1.012.500
plus 7 MILLION public places		
(30% hotels, 60% clubs, 3% gyms, 3% salons, 1% airports and others)		