



#### MONTHLY SPECAIL AD PACKAGES ON AIR

RIDIND

# MONTHLY WORLDWIDE AD 50% PRIME/50% OFF PRIME

30' seconds advertising video spots

12 spots/day - 360 spots/month

€ 400/30' spot

€144.000/month

#### SPECIAL BUNDLES ON SOCAIL MEDIA

1 PUBLICATION BUNDLE €10.000

1 Post on 3 MEDIA CHANNELS

> Regular Price: €30.000



3 PUBLICATION BUNDLE

€20.000

additional 35% discount

3 Post on 3 MEDIA CHANNELS

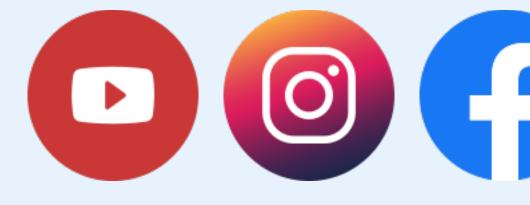
> Regular Price: €60.000



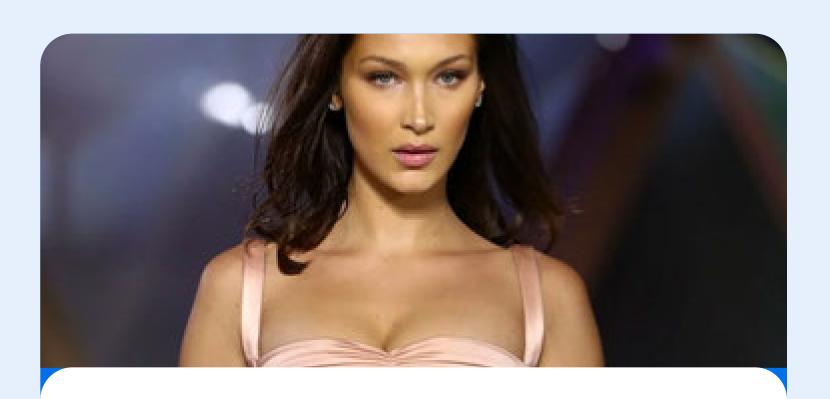
5 PUBLICATIO BUNDLE €30.000 additional 40% discount

5 Post on 3 MEDIA CHANNELS

> Regular Price: €90.000



## FASHIONTV SOCAIL MEDIA LINKS



FTV FANS/FRIENDS

4.2 Million

FTV FACEBOOK



FTV FOLLOWERS

275K

FTV INSTAGRAM



FTV SUBSCRIBERS

1 Million

FTV YOUTUBE

### IPSOS AFFLUENT SURVEY / FASHIONTV REACH PER COUNTRY

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Country	FashionTV	E!	TLC	CNN	Bloomberg	Sky News	CNBC	Euronews
EU 21	4.7%	5.2%	8.8%	28.7%	8.5%	24.3%	10.7%	19.2%
EU 17	3.7%	4.9%	6.6%	28.5%	8.6%	25.8%	10.5%	18.5%
AT	4.4%	2.0%	2.7%	35.1%	9.1%	14.6%	11.3%	22.7%
BE / LU	3.8%	4.1%	0.0%	23.7%	4.5%	4.4%	7.4%	19.5%
DK	0.1%	2.6%	16.6%	35.9%	4.8%	12.6%	9.2%	10.3%
FI	1.7%	3.4%	1.9%	21.1%	6.3%	17.0%	10.9%	14.4%
FR	3.4%	3.0%	0.0%	17.1%	5.7%	5.3%	5.6%	22.5%
DE	1.3%	2.1%	5.7%	29.3%	8.4%	16.6%	9.5%	17.4%
IR	6.4%	19.0%	22.8%	44.7%	14.7%	83.1%	25.2%	34.6%
IT	3.8%	4.4%	0.0%	23.8%	8.9%	47.2%	9.6%	21.0%
NL	3.4%	4.2%	26.4%	37.9%	5.8%	12.8%	9.7%	10.5%
NO	2.3%	3.5%	18.8%	38.2%	8.5%	16.1%	10.5%	9.7%
PT	21.1%	18.6%	34.4%	47.4%	15.7%	42.8%	21.7%	58.1%
SP	3.3%	1.9%	0.0%	26.4%	8.3%	9.3%	10.4%	18.7%
SE	1.8%	4.9%	12.3%	37.0%	5.3%	11.5%	8.9%	8.8%
CH	1.5%	3.4%	8.0%	29.6%	8.1%	12.4%	10.5%	28.2%

### IPSOS AFFLUENT SURVEY / FASHIONTV REACH PER COUNTRY



TR	22.2%	5.4%	0.0%	40.0%	17.3%	13.5%	24.1%	25.9%
UK	2.4%	11.8%	14.4%	32.7%	11.2%	67.0%	13.1%	10.3%
CZ	10.0%	0.6%	3.9%	24.8%	4.3%	6.6%	7.7%	14.2%
HU	3.9%	1.3%	16.3%	31.0%	6.2%	15.3%	6.9%	17.3%
PL	12.3%	10.8%	34.7%	33.1%	10.3%	15.7%	16.5%	18.1%
RU	13.3%	6.2%	19.4%	27.3%	7.0%	13.2%	10.1%	50.3%
APAC excl. CH	10.5	5,6	10,9	26.4	6.0	8.4	7.4	4.0
Bangkok	25.2	6.1	2.2	31.7	5.6	23.4	6.1	4.8
Hong Kong	5.3	0.6	5.6	16.8	5.9	1.8	6.4	1.4
Jakarta	13.1	6.5	6.3	24.4	4.5	3.4	9.9	4.2
Kuala Lumpur	12.1	10.8	21.1	42.7	17.3	0.0	20.1	8.8
Manila	19.7	16.0	23.0	60.7	16.3	0.0	16.7	5.5
Singapore	11.4	11.5	15.2	37.9	15.4	6.3	21.3	7.3
Taipei	5.2	0.0	33.4	37.2	3.1	0.0	4.6	3.4
India	15.7	0.0	11.1	22.1	2.9	0.0	0.0	4.6
Seoul	4.0	0.0	0.0	9.7	1.1	1.7	3.7	0.0
Sydney	6.0	19.7	6.2	25.4	6.3	37.1	9.7	7.1
Melbourne	4.2	16.0	6.9	20.1	6.6	30.8	8.6	5.0

# FashionTV Technical Reach

500mil 500mil Cable & Satellite

Smart TV

Smart Phones

HOmi Rooms =

Locations

HOmil Media U

#### TV CAMPAIGN REACH ACCORDING TO REACH FIGURES OF FASHIONTV

	TOTAL REACH PAY TV	TOTAL REACH OTT	CAMPAIGN DUF	RABILITY / 12 SPC	OTS/DAY / REACH
			1 WEEK	1 MONTH	3 MONTHS
Europe	123million	80 million	3.9million	8.66million	17.2million
CIS	62 million	50 million	2million	4.37 million	8.7million
Asia	230million	150million	7.4million	16.2million	32.2million
Middle East	33 million	30 million	1million	2.3million	4.6million
Africa	11 million	10 million	0.35million	0.78million	1.5million
Oceania	4 million	10 million	0.13million	0.28million	0.56million
South America	2 million	20 million	64.000	0.14million	0.28million
North America	5 million	50 million	0.16million	0.35million	0.7million
TOTAL	470million	400million	15million	33million	65.8million

The FashionTV audience purchases more luxury items than the <u>average affluent population</u>

270

affluent FTV viewers bought jewellery over €1,500

affluent FTV viewers bought a pair of <u>shoes over €500</u>

affluent FTV viewers bought

designer clothes worth

over €1,000

1 1 %

of the affluent viewers

bought a <u>handbag over €500</u>

28%

of the affluent viewers
bought cosmetics over €75

## CONTACT

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