



MALDIVES FASHION DESTINATION

A vibrant tropical beach scene. In the foreground, a sandy beach is dotted with lush greenery and several tall palm trees. One palm tree on the right has a wicker hanging chair suspended from its trunk. The turquoise ocean stretches to the horizon under a bright blue sky with scattered white clouds. A long pier or bridge is visible in the distance across the water.

VISIT MALDIVES

MONTHLY SPECAIL AD PACKAGES ON AIR

WORLDWIDE

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 PUBLICATION
BUNDLE

€30.000
additional 40% discount

5 Post on
3 MEDIA CHANNELS

Regular Price:
€90.000



BEST PRICE

FASHIONTV SOCIAL 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



IPSOS AFFLUENT SURVEY
AFFLUENT

Media and Consumer Insights Survey

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



IPSOS AFFLUENT SURVEY
AFFLUENT

Media and Consumer Insights Survey

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

Cable
& Satellite



500mil

Smart
TV



2bil

Smart
Phones



+10mil

Hotel
Rooms



+5mil

Public
Locations



+10mil

Social
Media



TV CAMPAIGN REACH ACCORDING TO REACH FIGURES OF FASHIONTV

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

The FashionTV audience purchases more luxury items
than the average affluent population

270k

affluent FTV viewers bought
jewellery over €1,500

301k

affluent FTV viewers bought
a pair of shoes over €500

213k

affluent FTV viewers bought
designer clothes worth
over €1,000

11%

of the affluent viewers
bought a handbag over €500

28%

of the affluent viewers
bought cosmetics over €75

CONTACT

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