



RATECARD No.6

## THE ADULT CHANNEL

The Adult Channel is Britain's original, and still biggest and best, adult entertainment channel. Broadcasting nightly 7 days a week from 11pm till 5:30am, on Astra 2 satellite (Sky Digital) and relayed on all major cable systems throughout the British Isles and Europe.

The Adult Channel is also available nightly on a Pay-per-view basis on satellite and cable.

Remember – The Adult Channel is a premium channel and viewers give their rapt attention to advertising and programmes alike.



## YOU CAN'T HAVE ENOUGH OF A GOOD THING!

- Britain's favourite Adult Channel is offering the advertiser even greater opportunity to reach an affluent largely young and male audience both in the UK and Europe:
- 6 1/2 hours every night
- The Adult Channel is available to subscribers on cable as well as Astra 2 satellite ('Sky Digital') 968 plus the Thor satellite for the rest of Europe
- Also available on Astra 2 ('Sky Digital') 981 on a pay-per-night basis
- Programme sponsorship of a series or individual transmissions available



## THE AUDIENCE

- 66% are under 45
- 30% are under 35
- Over 50% of the audience are C1C2
- 83% watch at least once a week
- Multiple car ownership index: 112
- 90% buy toiletries
- 82% buy beer
- 72% buy spirits
- 88% buy CDs





## ADVERTISING RATES

All Rates subject to VAT Longer spot lengths may be available at rates pro-rata to 30 second rates.

SEGMENT RATES							
SEGMENT	TIME	SINGLE SPOT COSTS					
		10"	20"	30"	40"	50"	60"
AAA	23.00 - 01.30	£60	£120	£180	£240	£300	£360
AA	01.30 - 03.00	£40	£80	£120	£160	£200	£240
A	03.00 - 05.30	£27	£53	£80	£107	£133	£160

## PACKAGE RATES

WEEKLY PACKAGES							
Spots will be evenly rotated through all segments over seven consecutive days.	TOTAL SPOTS	COST PER PACKAGE					
		10"	20"	30"	40"	50"	60"
	14	£520	£1040	£1560	£2080	£2600	£3120
	21	£760	£1520	£2280	£3040	£3800	£4560
	28	£960	£1920	£2880	£3840	£4800	£5760

STANDBY PACKAGES							
Standby Packages will be transmitted at times at the station's discretion over an agreed period	TOTAL SPOTS	COST PER PACKAGE					
		10"	20"	30"	40"	50"	60"
	25	£650	£1300	£1950	£2600	£3250	£3900
	50	£1233	£2466	£3700	£4933	£6166	£7400
	100	£2223	£4447	£6670	£8843	£11117	£13340

MULTI-CHANNEL PACKAGES							
Weekly rates for campaigns using The Adult Channel and Spice Channel simultaneously	TOTAL SPOTS	COST PER PACKAGE					
		10"	20"	30"	40"	50"	60"
	14	£780	£1560	£2340	£3120	£3900	£4680
	21	£1140	£2280	£3420	£4560	£5700	£6840
	28	£1440	£2880	£4320	£5760	£7200	£8640

AIRTIME & SPONSORSHIP SALES FROM

**Z** *i.e.r.l.e.r*  
**MEDIA**

**TARGETED TELEVISION**

MEDIA HOUSE • 82 HIGHGATE ROAD • LONDON • NW5 1GZ  
TEL 020 7284 2848 • FAX 020 7485 7089 • EMAIL sales@zmedia.co.uk  
[www.zmedia.tv](http://www.zmedia.tv)

## SPONSORSHIP PACKAGES

The Adult Channel offers sponsorship packages of individual transmissions or series of programming features or films, tailored to suit advertisers' requirements. Packages may include, for example, opening and closing credits together with promotional mentions on the night plus trails during the preceding week. Ask for a quote for particular sponsored packages.

## TELETEXT TOO!

Ask for details of Adulttext, the teletext service of The Adult Channel, also showing on Playboy TV UK. Advertisers who simultaneously use airtime on Adulttext and The Adult Channel will qualify for one free additional page of their choice for the duration of the joint campaign. Commercials may be flagged free of charge with reference to their Adulttext page number(s). See separate ratecard for Adulttext rates.

## PRODUCTION

Advertisers new to television can take advantage of the commercial production advisory service, offered free of charge by Zierler Media, who will be pleased to arrange creative services to suit your needs.

## COPY & TECHNICAL REQUIREMENTS

All advertisement copy on The Adult Channel must meet the requirements of the ITC Code of Advertising Standards and/or Programme Sponsorship. Zierler Media offers free advice on commercial content and on the requirements for direct marketing campaigns. Technical specifications for tapes available on request.

## AGENCY COMMISSION

Agency commission of 15% will be allowable to accredited advertising agencies, to which may be extended the Company's standard credit terms as applied from time to time. Pre-payment is required from all other advertisers.



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## THE ADULT CHANNEL AUDIENCE

### A VALUABLE AUDIENCE WHO KNOW WHAT THEY WANT AND HAVE THE MEANS TO BUY IT

Viewers' expenditure levels confirm the affluence of The Adult Channel's paying audience. High percentages go pubbing and clubbing, purchase holidays abroad and use credit cards. High expenditure on mobiles, movies, music and motoring.

90% of viewers purchase men's toiletries

88% of viewers buy CD's or tapes

83% of viewers visit pubs and clubs

82% of viewers purchase beer

78% of viewers use credit cards

76% of viewers purchase motoring accessories

75% of viewers holiday abroad

72% of viewers drink spirits

71% of viewers buy sports items

65% of viewers buy videos

### AN APPRECIATIVE AUDIENCE

100% of homes have men viewers

67% of viewers always watch with others

58% of homes have women viewers

66% of viewers are aged under 45

### INDEX OF HOUSEHOLDS

With 2 cars 112.4

With 3 cars 112.2

### AUDIENCE BREAKDOWN

#### By age

30% aged 18-34

36% aged 35-44

34% aged 45+

#### By social grade

ABC1 35%

C2 19%

DE 43%

### FREQUENCY OF VIEWING

Average three days per week for 1.6 hours on each occasion

49% view 1-3 times per week

27% view 4-6 times per week

7% view every night

The Adult Channel is a registered trademark of Playboy TV UK Ltd. Any acceptance of bookings for advertisements is subject to the Company's terms and conditions which are available on request.