



UK **PLAYBOY TV**

RATECARD No.3



Playboy TV's impressive figures make it the first point of call when targeting young, affluent men.

AUDIENCE PROFILE:

- 89% of Playboy viewers are men
- 78% of viewers are ABC1
- 76% are aged 18 – 40
- 56% of viewers are under 35
- 46% of subscribers live in London and the South
- 43% of subscribers are 'affluent' (ACORN)

Source: Knowing the Customer, ACORN, Playboy TV Database 2003

Playboy TV viewers know what they want, making Playboy TV the perfect platform to showcase your products to a receptive and specific market.

PSYCHOGRAPHICS:

Playboy as a brand appeals primarily to 'Aspirers' and 'Thrivers', namely ambitious, successful, active and decisive personalities. Characterised as 'acquisitional' and 'driven' they are buyers of cars, expensive technology and sport

Source: valuesEngine 2003



VIEWING HABITS:

- 31% of viewers watch 3 times a week or more
- The mean number of times Playboy TV is watched per week is 1.7
- 45% of Playboy TV viewers subscribe for at least a year
- Fridays and Saturdays are peak days for viewing

Source: The Values Company 2003

Only blue-chip brand names are accepted on Playboy TV. Your commercials share the Playboy image!



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	20.00 - 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					
TOTAL SPOTS	Spots will be evenly rotated through all segments over seven consecutive days.	COST PER SPOT					
		10"	20"	30"	40"	50"	60"
14		£520	£1,040	£1,560	£2,080	£2,600	£3,120
21		£760	£1,520	£2,280	£3,040	£3,800	£4,560
28		£960	£1,920	£2,880	£3,840	£4,800	£5,760

STANDBY PACKAGES

TOTAL SPOTS	Standby Packages will be transmitted at times at the station's discretion over an agreed period	COST PER PACKAGE					
		10"	20"	30"	40"	50"	60"
25		£650	£1,300	£1,950	£2,600	£3,250	£3,900
50		£1,233	£2,466	£3,700	£4,933	£6,166	£7,400
100		£2,223	£4,447	£6,670	£8,843	£11,117	£13,340

TELETEXT RATES

Ask for details of Adultext, the teletext service of The Adult Channel, also showing on Playboy TV UK. Advertisers who simultaneously use airtime on Adultext and Playboy TV 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 Adultext page number(s). See separate ratecard for Adultext rates.

SPONSORSHIP

Your brands can share the recognition enjoyed by Playboy TV. Sponsorship of the best-known programmes may be offered to appropriate brands. Please ask for current availability.

AIRTIME & SPONSORSHIP SALES FROM



MEDIA HOUSE • 82 HIGHGATE ROAD • LONDON • NW5 1GZ
 TEL 020 7284 2848 • FAX 020 7485 7089 • EMAIL sales@zmtv.co.uk
 www.zmedia.tv



Hundreds of thousands are turning on and tuning in every month!



COPY & TECHNICAL REQUIREMENTS

All advertisement copy on Playboy TV must meet the requirements of the Ofcom codes of Advertising Standards and/or Programme Sponsorship. Technical specifications for commercials 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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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@zmtv.co.uk
www.zmedia.tv



LATEST DATA:

- Playboy group channels have over 100,000 subscribing homes in the UK
- Pay-per-night sales are over 250,000 monthly

Source: Playboy TV UK

Playboy TV viewers keep on coming back for more!

TAKE A PEEK!

- Every evening and right through the night, 7 days a week
- On satellite (Sky Digital) and all major UK cable systems
- Pay-per-night is also available to both cable and satellite customers

AN APPRECIATIVE AUDIENCE

90% are men 10% are women

