

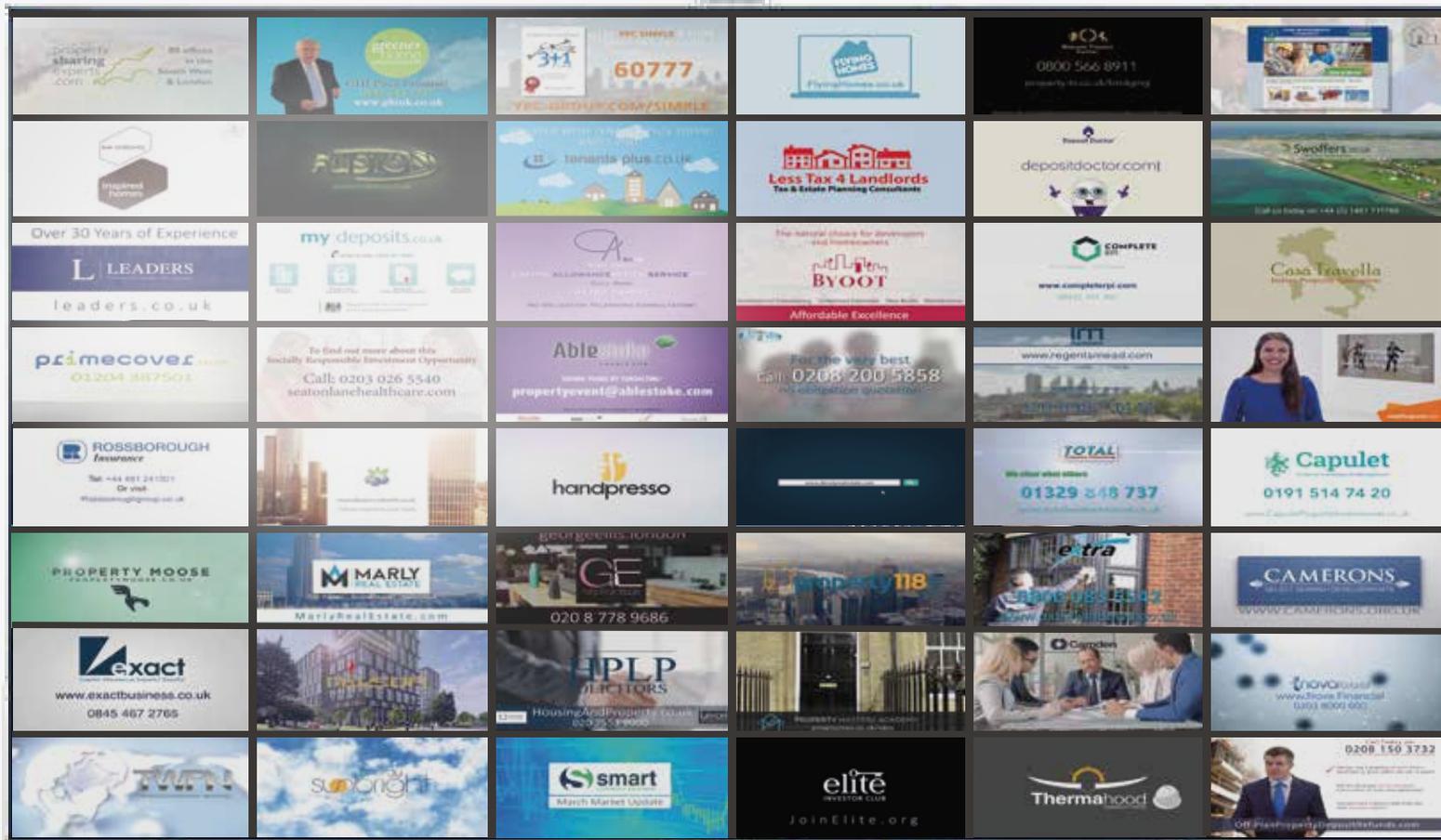
Property tv

— Media Pack —

businessadvice **COVERED**^{mag}

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Who are we?

Property TV is the UK's only television channel dedicated to entertainment, education and up-to date information about the property market, investment and home improvements in both the UK & overseas.

The blend of entertainment and informative content ensures a wide range of viewers from the general public to property industry professionals. This in turn creates a unique platform for our commercial partners.



As the only television channel in the UK providing up to date news and views about the property industry we deliver the right environment for advertisers and sponsors in the property sector.

Property TV provides a highly valuable opportunity for those featured on the channel to raise their own professional profile.

238 Property TV

8:00pm Mon 20/03

Started 5 mins ago

8:30pm

9:00pm

Sarah Beeny's Resto ..

Property Panorama

Make Your Money W. .

Channels Time

Last/Fav Info

Our reach

Property TV has chosen to broadcast on Sky, the UK's largest paid TV subscription service, reaching over 11 million customers through- out the UK.

Being seen on Sky TV enables those featured to reach mass audiences, but also to raise their profile by being seen on national TV.

Sky also has over 500,000 viewing expat boxes.

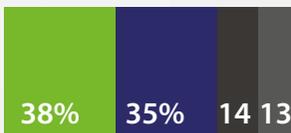
Demographic



■ ABC1 (4+)

■ C2DE (4+)

Age



■ >55

■ 35-54

■ 16-34

■ <16

Gender



■ Female

■ Male



Viewing statistics vary from day to day, however data has shown that Property TV has an almost even audience gender split and our our viewers are almost exclusively adult.

On average a greater proportion of our audience has been shown to be ABC1 viewers.

"The impact on my own positioning with my Elite Investor Club business was immediate and substantial." Graham Rowan

Catch up

Here at Property TV, we understand that not all of the population are Sky subscribers. It is for this reason that we created the Property TV Smart TV Application making the channel available to almost every connected smart TV and mobile device across the UK & the world.

We can be found on:



Amazon Fire



Android mobiles & tablets



Apple TV



Apple mobiles & tablets

Simply visit your App Store to download the application.



This world wide accessibility means that wherever you or your client are, you will always be able to demonstrate that you are an authority in your industry.

"We've found that the Property TV audience is a big fan of our product!" Jake Higgins (Property Partner)

Why TV?

Authority

UK television is known for being highly regulated, meaning that to the general viewing audience, those featuring on TV in both an interview and advertising capacity are associated with authority in their industry. TV also enables you to increase the effectiveness of all your printed advertising by enabling you to put the bright red, 'As seen on TV' sticker on all your marketing materials, giving your company a market leading appearance.



Television reaches **94%** of the UK population in just 1 week.



Commercial radio is only ever listened to by **41%** of the UK population



Only **20%** of the UK population buy a newspaper every day.



Effectiveness

TV is the most effective advertising medium. That is one point that every major study into advertising effectiveness agrees on. It generates the most profit, creates more sales and consistently outperforms everything else.

Your brand will be seen along side national and multi-national brands that are already using the channel.

84%

84% of adults believe TV advertising is most likely to **influence their decision.**

Property tv

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