



MKC TV Official Rate Card 2026

Premium television and digital broadcast for the Milton Keynes region.

19/02/2026

Milton Keynes' Leading Local TV Platform

Connect your brand with engaged, targeted local audiences.



The Undeniable Resilience of TV Advertising

TV is a resilient, high-reach channel for advertisers, with Broadcaster TV accounting for £5.04bn of the total spend.

UK TV Ad Spend 2023 vs 2024



TV Share of Total UK Ad Spend (£42.6bn)



Unmatched Audience Reach Across All Demographics

Linear TV and BVOD reach **~88%** of all UK adults every single week.



- Viewers spend over 2.5 hours daily on TV content.
- Commercial TV specifically connects with 74% of UK adults every week.

The Catalyst: Massive Expansion in Streaming

Streaming platforms expand the addressable audience far beyond traditional TV boundaries.

UK Ad-Supported Subscriptions Growth



The MKC TV Advantage: Converging Broadcast and Digital

Leverage the massive reach of TV combined with hyper-local digital engagement.



BROADCAST PLATFORMS



Roku TV



Amazon Fire



MKC TV App



Website



YouTube



Apple TV

LIVE FEEDS & SOCIAL MEDIA



Proven Local Footprint in Milton Keynes



10,000+
App
Downloads



51,000
Monthly
Instagram
Interactions

Client Impact

Proven partnerships delivering tailored, high-visibility campaigns for your brand.

2026 Campaign Investment Architecture



Standard Commercials

High-frequency, flexible CPM rotations based on programming.



Programme Sponsorships

Premium brand-affinity and comprehensive integration.



Integrated Business Spotlights

Omni-channel amplification across broadcast, app, and social.

Option 1: Standard 30-Second Commercial Placements



Programming Type

CPM Rate

Standard Rotation

£15-£20

Business Programming

£22-£30

Peak / Event Programming

£35-£50

Investment Parameters

Minimum Campaign:
30,000 impressions

Minimum Monthly Spend: £750

Option 2: Premium Programme Sponsorships

Premium value commitment securing exclusive brand integration across platforms.



Investment Parameters

CPM equivalent ranges from £50 to £80.
Requires a minimum 3-month sponsorship term.

Deliverables Checklist

- ✓ Opening and closing idents included for maximum brand visibility.
- ✓ Verbal credits provided where applicable.
- ✓ Brand logo featured across all associated promotional materials.

Option 3: Integrated Business Spotlights

Comprehensive business exposure and multi-channel amplification.



30-second advert rotation across all MKC TV platforms.

Featured interview or dedicated business segment for authority positioning.

Social media and app promotion to boost secondary reach.



Campaigns start from **£2,500.**

Premium business listing highlight for sustained visibility.

At this stage, app-based advertising is not yet available, as the app is currently in development. However, advertising opportunities within the app will be introduced and made available as part of the app's promotional rollout once it is launched.

Diagnostic Matrix: Choosing Your Campaign

	Standard Commercial	Programme Sponsorship	Integrated Spotlight
Starting Investment	£750 /mo	Variable	£2,500 base
Minimum Commitment	Flexible	3 Months	Campaign basis
Social/App Amplification	No	Promotional only	✓ Full Integration
Best Suited For	Frequency & Reach	Brand Affinity & Prestige	Comprehensive Storytelling

Frictionless Onboarding: In-House Production Services



Still Advert Production

Starting price: £550+

30-Second Advert Production

Starting price: £2500+

Premium Cinematic Production

Starting price: £10,000+

Branded Content Segments

Quoted individually based on
creative scope

The MKC TV Commitment



Engage Milton Keynes' Audience.

Targeted local exposure delivering directly to professionals, families, and decision-makers.



Packages For All Needs.

Customisable campaigns designed to scale with varying local budgets and strategic objectives.



Diverse Advertising Solutions.

A robust ecosystem combining high-reach commercials, prestige sponsorships, and integrated digital spotlights.

READY TO UNLOCK YOUR AUDIENCE?

Connect for Advertising Partnerships

Reach out to secure your 2026 campaign details or explore custom partnership opportunities.

advertising@mkctv.co.uk

www.mkctv.co.uk

07564 710944

07883 005655

MKC TV – Milton Keynes' Leading Local TV Platform. Date: 19/02/2026.