

SKY FAIRY TALES

Ahhh
this broadband is just right
said Goldilocks

A great deal
for Sky TV
customers



Enjoy **3 months free**
up to 20Mb Sky Broadband Unlimited

Choose broadband that's just right for you

Call **08442 411 843**

Up to 20Mb broadband availability is subject to your location. Speeds vary with location and line quality. BT/Sky Talk line rental payable. See over page for details.

sky
Believe in better

**We're in
Wonderland**



We're excited to say that Sky Talk has
just won **9 out of 10** 2011 uSwitch.com
Customer Satisfaction Awards



You'll be grinning like The Cheshire Cat
with award-winning Sky Talk for free

You'll be as mad as a hatter not to see how Sky's network can give you truly unlimited usage. Thanks to award-winning Sky Talk, you'll enjoy free evening and weekend UK* landline calls as a Sky TV customer.

- ★ Sky Talk won 9 out of 10 awards in the 2011 uSwitch.com Customer Satisfaction awards, including 'Best Overall Customer Satisfaction' and 'Best Deal for You'
- ★ Enjoy great value rates to international landlines and UK mobiles
- ★ No need to change your BT number
- ★ Plus, save on your line rental, as it's only £12.25 per month with Sky Talk - that's less than BT's standard monthly price

Switch to great value Sky Talk today

Call **08442 410 002**
or go to **sky.com/jointalk**

sky
Believe in better

**Welcome to
Never-limit-land**



Enjoy truly unlimited Sky
Broadband **free for 3 months**

Peter never tires of tinkering around online. And since Sky's network gives him truly unlimited usage - he can download as much as he likes. Plus Sky won't slow his unlimited broadband down at peak times - no matter how much he uses.

You too can enjoy Sky Broadband Unlimited. Even better it's **free for 3 months** (and only £7.50 a month after that) for new Sky Broadband customers taking our great value line rental with inclusive calls*. And if you're not totally hooked within 30 days of joining, you can leave - that's our **happily ever after** guarantee.

Broadband happily ever after
Call **08442 411 843**
or go to **sky.com/broadband**

sky
Believe in better



Watch Europe's elite march on



Enjoy all the action coming up on **sky SPORTS**

It's do or die time in the UEFA Champions League as Arsenal, Chelsea, Man Utd and Spurs go toe-to-toe with Europe's elite in the last 16 starting on 15/16 February, right up to the final on 28 May – live from Wembley Stadium for the very first time.

Upgrade to Sky Sports for just €34 extra a month and you'll also enjoy action-packed coverage of the Barclays Premier League, ICC Cricket World Cup from 19 February to 2 April and The Masters from 7 to 10 April. And for an extra €15 a month, you can get even closer to the action, with all 5 channels available in **stunning high definition*** – only on Sky.



To upgrade call **0818 762 882**

sky SPORTS 1 sky SPORTS 2 sky SPORTS 3 sky SPORTS 4 sky SPORTS NEWS

*Sky+HD box required

General: You must be 18 years or over. Channels/programmes and prices subject to change. Prices shown apply to customers paying by Direct Debit. For continuous credit/debit card mandate 75c monthly charge applies. The terms and conditions of your Sky TV contracts apply. Information correct at 13 December 2010.

All the highs. All the lows. All the action.

Save £5 when you upgrade online
at sky.com/skysports or call 08442 410 225

sky

Anticipation. Action. Analysis
Enjoy all 5 Sky Sports channels for £20 extra

Save £5 when you upgrade online
at sky.com/skysports or call 08442 410 225

sky

All your heroes
The complete Champions League collection

Save £5 when you upgrade online
at sky.com/skysports or call 08442 410 225

sky

The best of British march on

All roads lead to Wembley **4** Arsenal Chelsea Manchester U Spurs

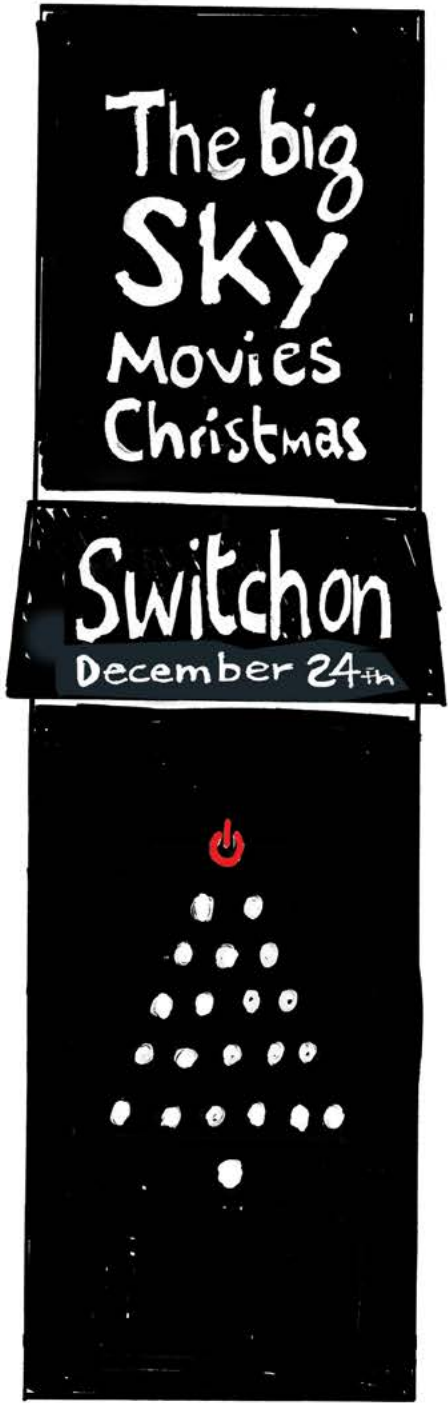
Save £5 when you upgrade online
at sky.com/skysports or call 08442 410 225

sky

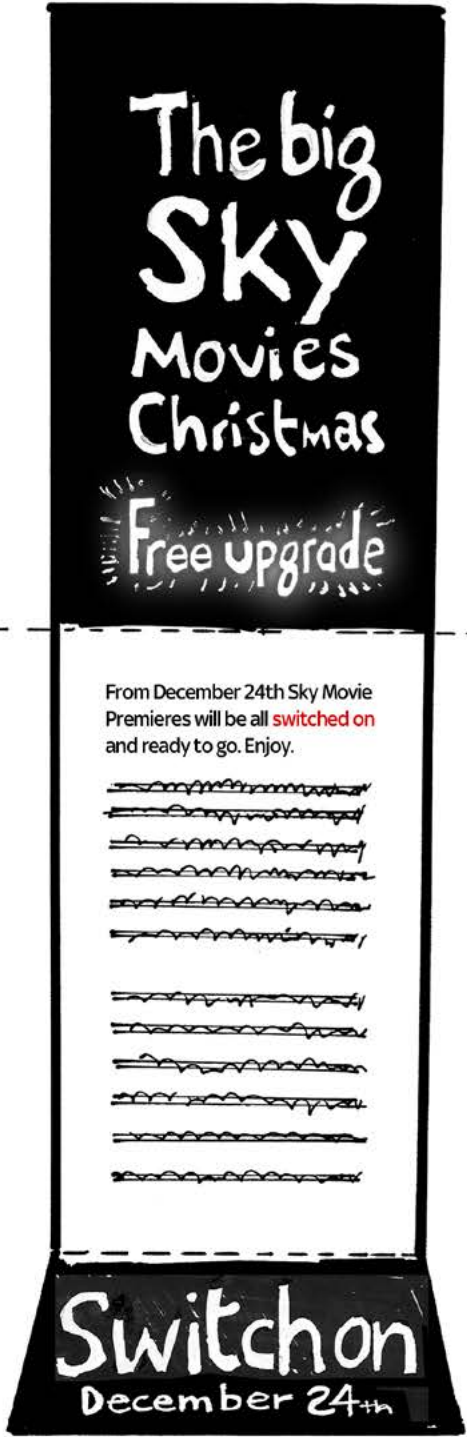
SWITCH ON CONCEPT



ENVELOPE



MAILER - FRONT



MAILER - REVEAL
PROMOTIONAL CONTENT ON REVERSE



MAILER REVERSE

SKY MOVIES

NEON CONCEPT



ENVELOPE (OUTER SLEEVE)

ADDRESS ON REVERSE

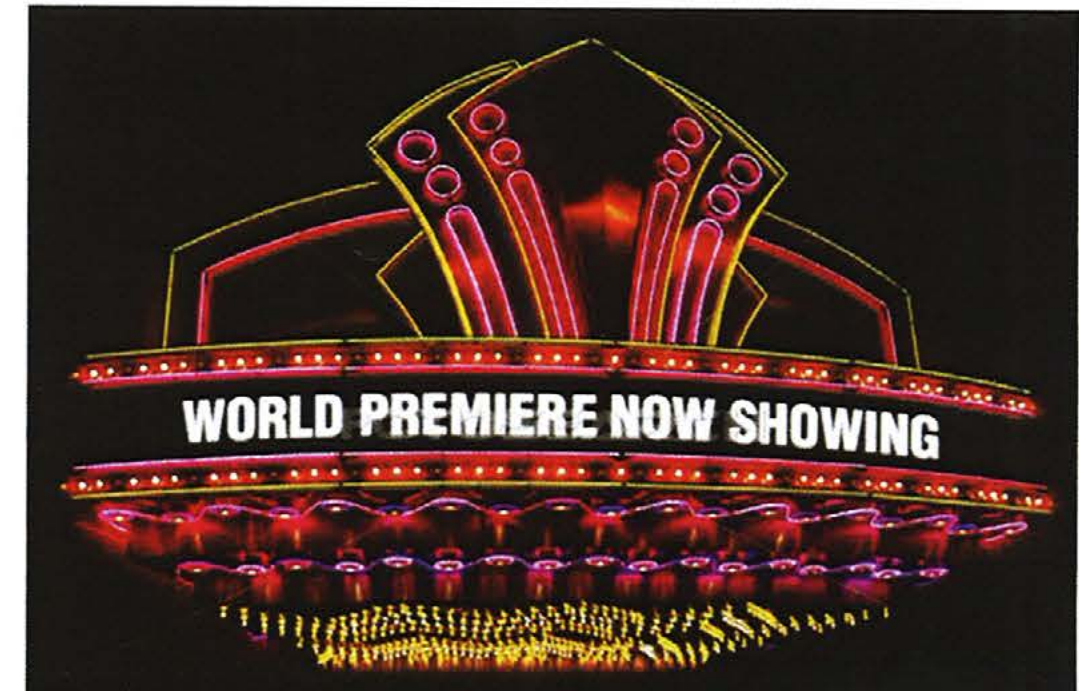
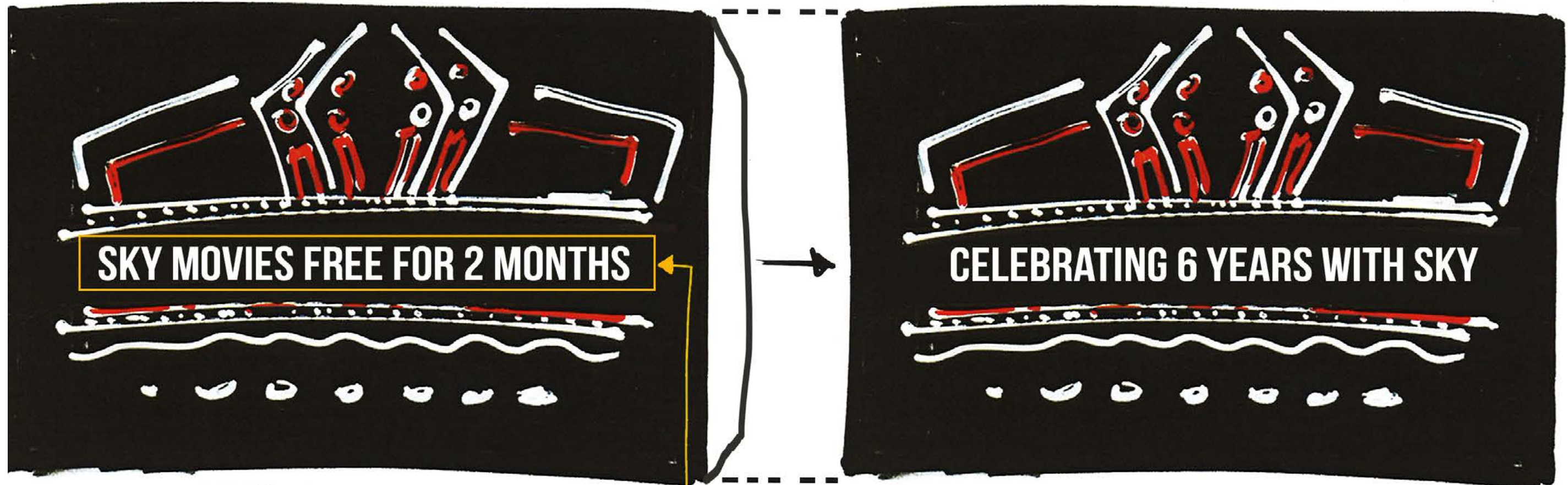


IMAGE REFERENCE

SKY MOVIES

NEON CONCEPT



ENVELOPE

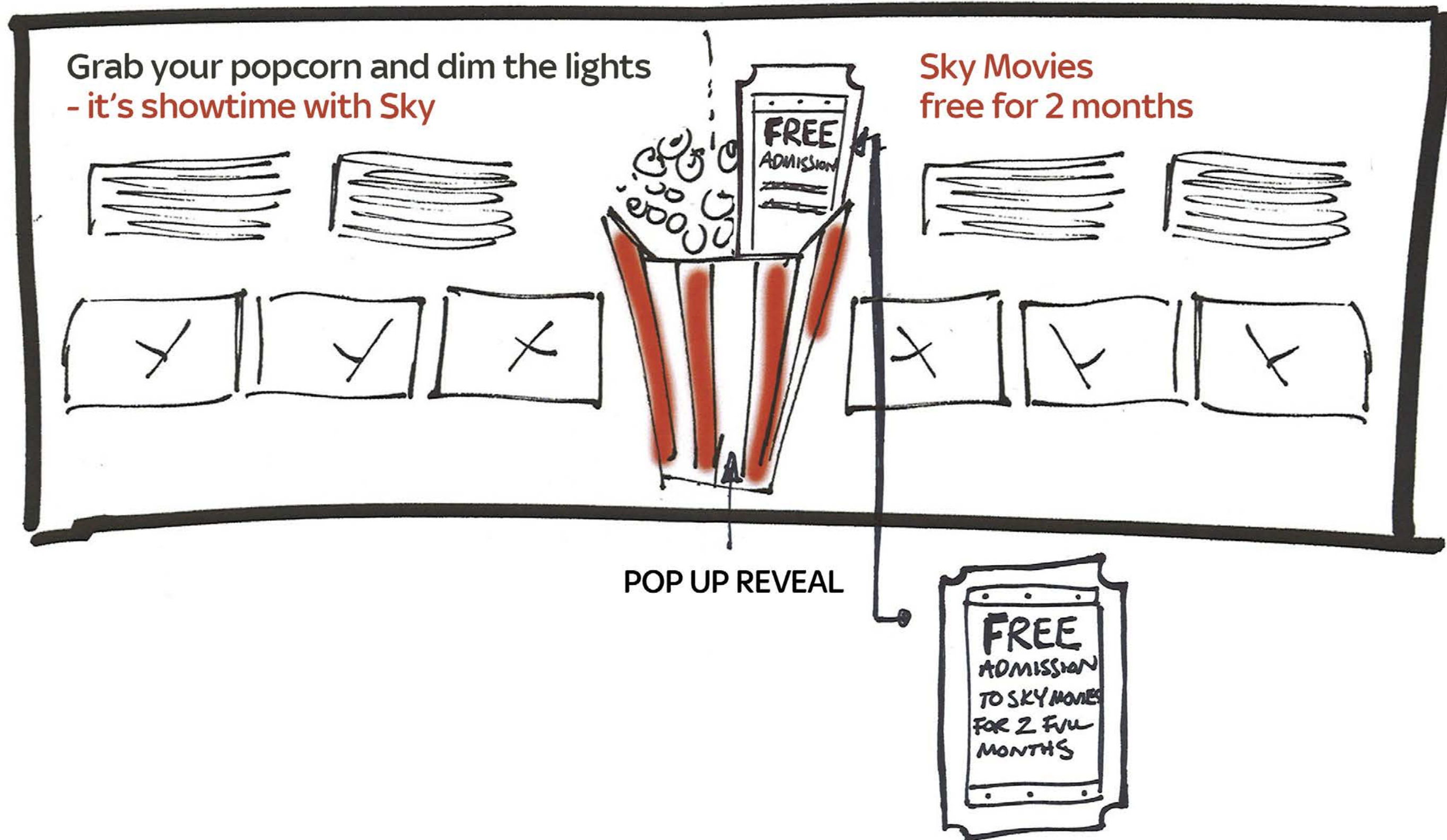
SECOND MESSAGE IS REVEALED
(THIS IS PRINTED ON THE INSIDE OF THE ENVELOPE)

DIE CUT PANEL
FOR REVEAL

MAILER COVER

SLIDES OUT FROM ENVELOPE SLEEVE

NEON CONCEPT

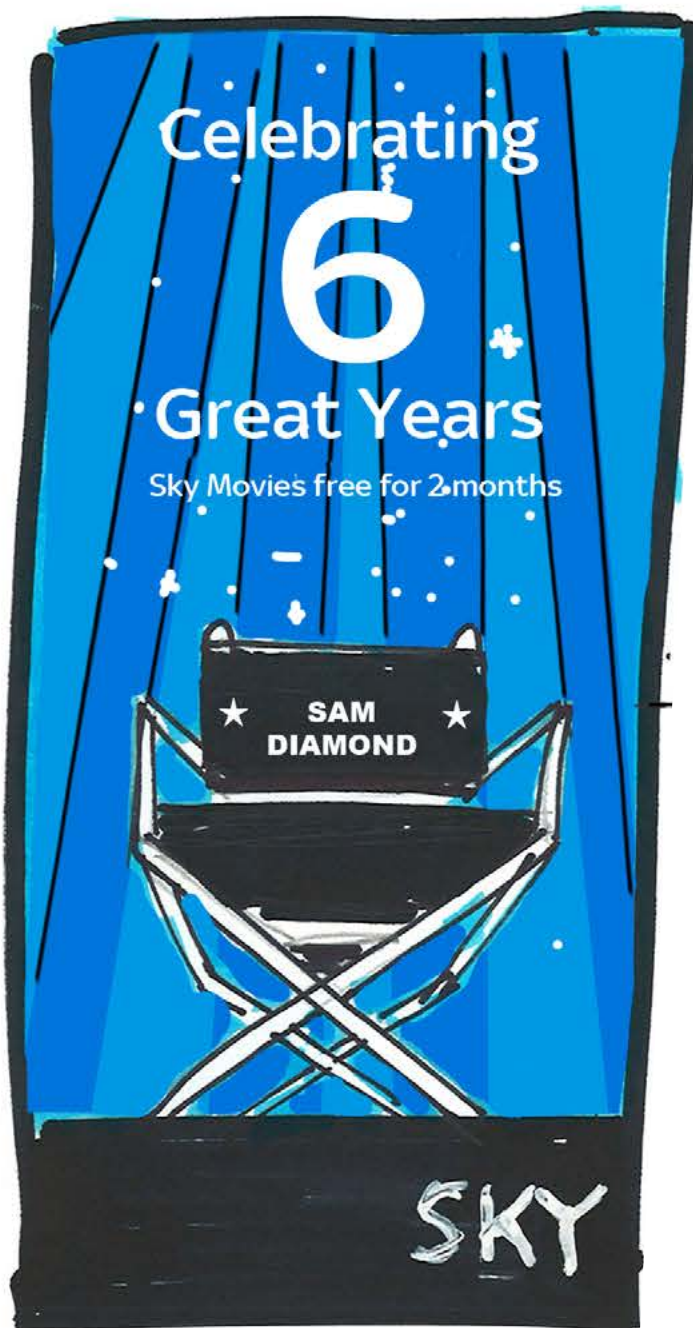


VIP CONCEPT

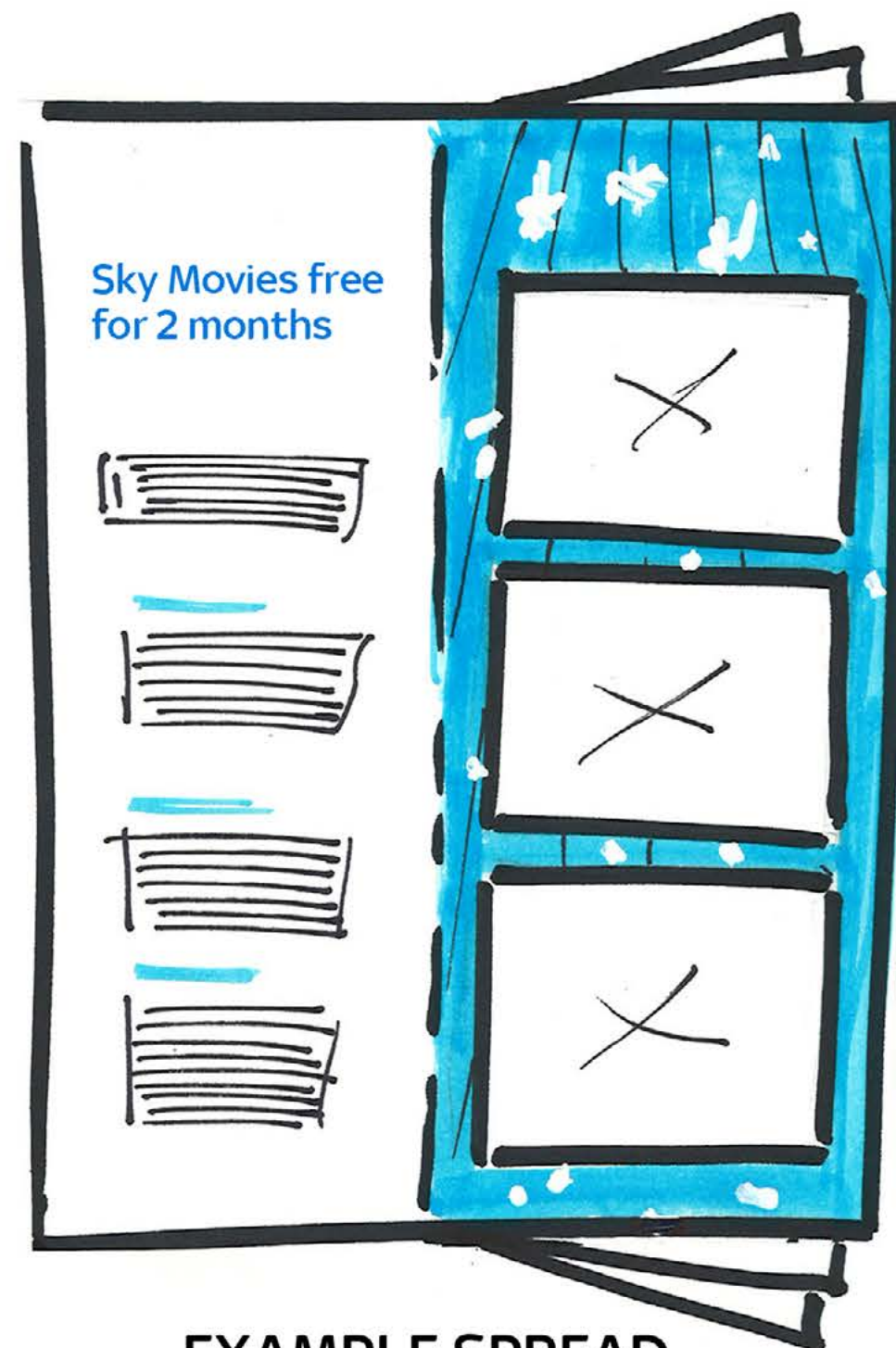


ENVELOPE
ADDRESS ON REVERSE

PERSONALISED
NAME



MAILER COVER



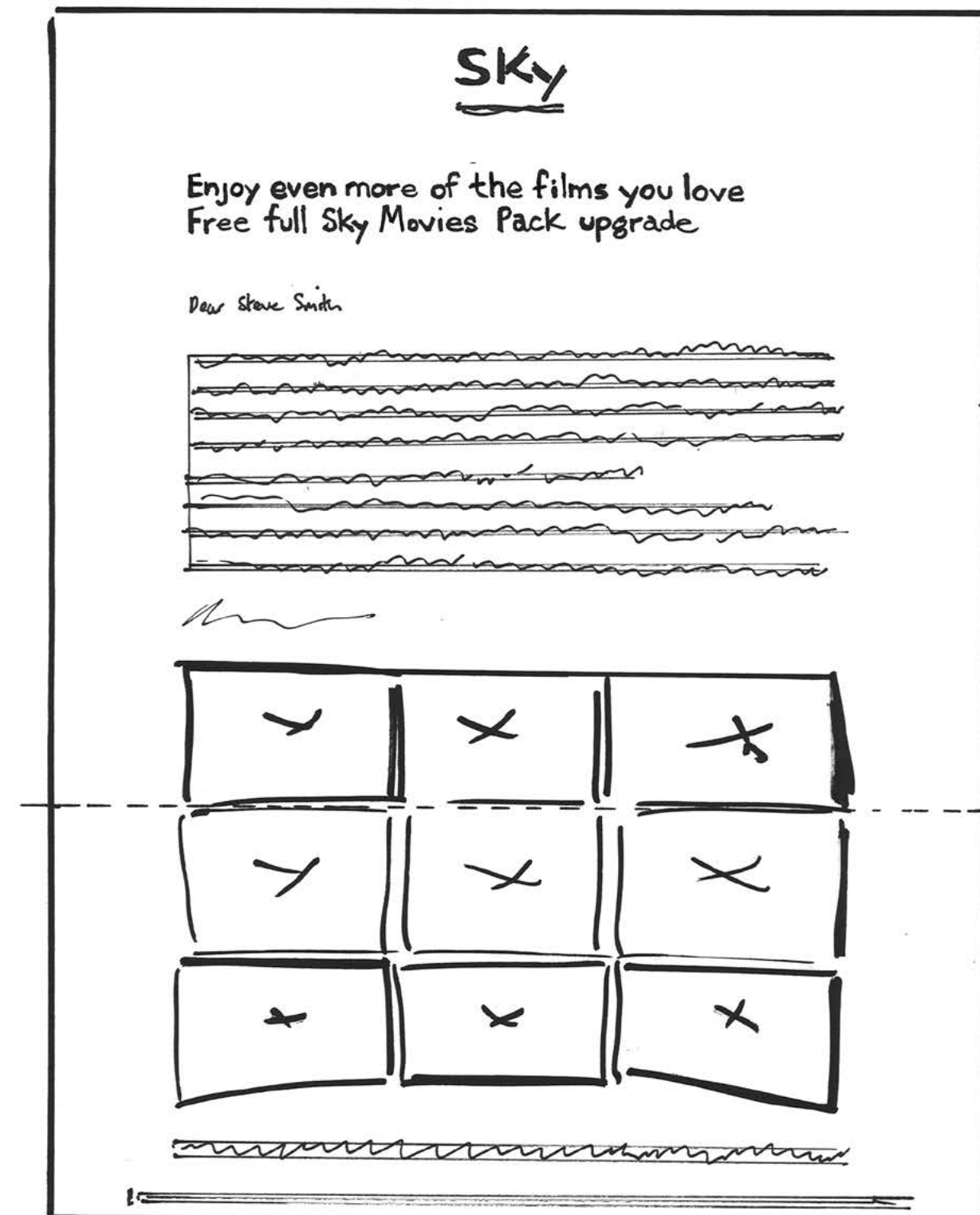
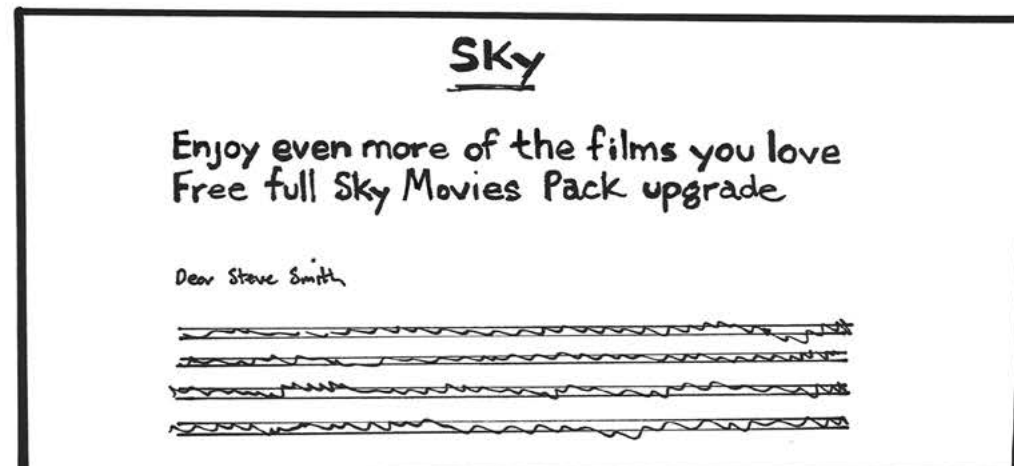
EXAMPLE SPREAD

WISEMEN CONCEPT



FRONT

ADDRESS ON REVERSE WITH MESSAGE: JUST SIT BACK AND ENJOY ALL THE SKY MOVIE PREMIERES FREE THIS CHRISTMAS.



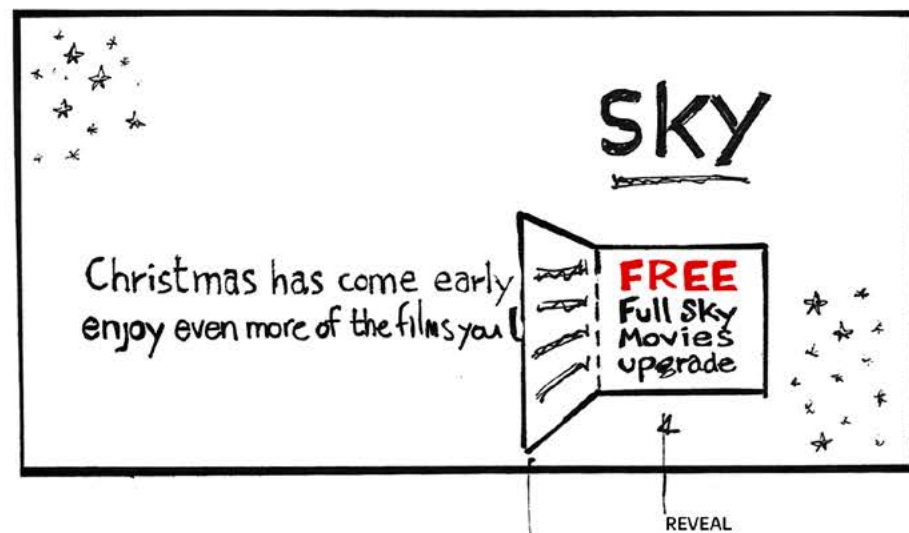
ADVENT CONCEPT

ONE PIECE MAILER



FRONT

ADDRESS ON REVERSE WITH MESSAGE: JUST SIT BACK AND ENJOY ALL THE SKY MOVIE PREMIERES FREE THIS CHRISTMAS.



INSIDE SPREAD