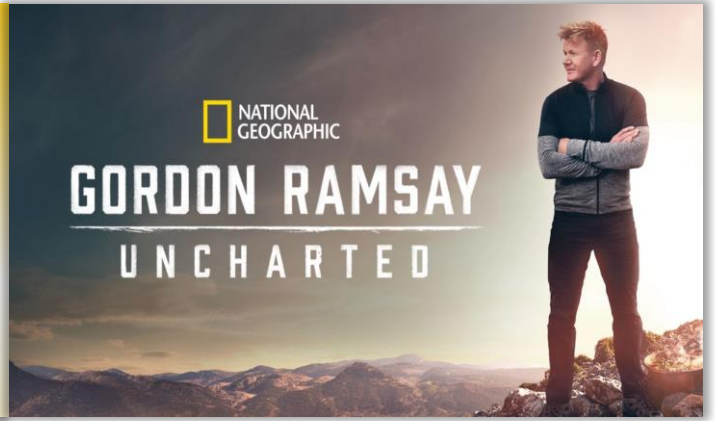


Opportunity

National Geographic & National Geographic Wild

Sponsorship Opportunity 2023

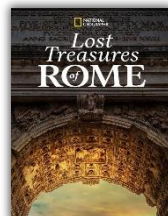
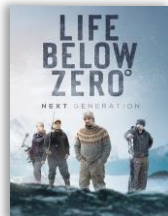
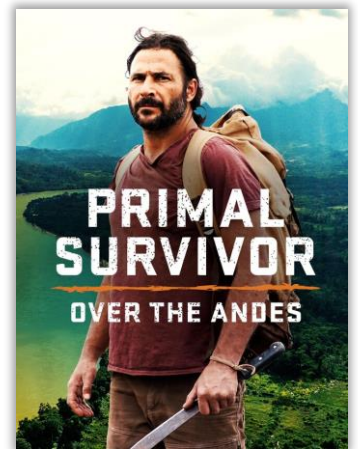


Channel	Investment	Start Date	Platforms
NATIONAL GEOGRAPHIC NATIONAL GEOGRAPHIC WILD	Enquire Now	Available Now	<input checked="" type="checkbox"/> On-air <input checked="" type="checkbox"/> Digital <input checked="" type="checkbox"/> Social

The Opportunity

Sky Media and National Geographic are pleased to present the opportunity for a full channel sponsorship on this globally renowned channel. On-air sponsorship of the National Geographic channels provides brands and advertisers with the chance to market their products to a curious, educated, and influential audience.

National Geographic brings premium programming that tells the stories of humankind from an up-close perspective, deepening our audience's understanding of the world and its role in it. National Geographic is known as a destination for trust due to its classification as the #1 Network for viewer trust and #1 Network for brand momentum. From scripted series to science and natural history series, live events to documentaries. Titles and talent have ranged from Wicked Tuna (2018), Running Wild with Bear Grylls (2014), and Drain the Oceans (2018) to the critically acclaimed Gordon Ramsay Uncharted (2019). This is a fantastic opportunity for a brand to align itself with one of the most powerful media brands in the world.



Audience Insight

Profile & Interests



The profile of the National Geographic viewer is predominantly Men 45+. 53% have a keen sense of adventure (i130). 42% like to pursue a life of challenge, novelty, and change (i119).

Finance & Ethics



45% look for profitable ways to invest their money (i130). 65% are prepared to pay more for sustainable clothing (i118). 50% pay attention to where products they purchase are made/grown (i131)

Source: TGI Oct 22

Content & Scheduling

- Full Channel
- 09:00 - 24:00 (Mon - Sun)
- Approx. 915 hours of sponsored content per month
- Approx. 7,285 sponsorship credits per month
- 2x 10" & 6x 5" sponsorship credits per hour



Contact Details

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