

Opportunity

Air Quality Report 2023

Sponsorship Opportunity 2023



Channel



Investment

Start

April - September 2023

Platforms

On-air

The Opportunity

Channel 5 is offering brands an exciting new opportunity to sponsor the 'Air Quality Report'. This sponsorship is perfect for brands who want to be front of mind amongst people who are keeping an eye on levels of air pollution.

About The Content

Running across Spring and Summer, the short report presented by a Met Office presenter will be noteworthy and informative, reporting on the Air Quality levels across the nation.

This contextually relevant package will allow brands to have a daily presence amongst a core target audiences, including 26% of all ABC1 Adults.

Key Benefits

- **Always on:** Sponsorship of the Air Quality Report guarantees a daily presence on one of the UK's most popular TV channels (C5 reaches 61% adults each month)
- **Contextually relevant:** Reinforce messaging and drive awareness through sponsorship with an audience that cares about air quality
- **Trustworthy environment:** The report will be presented by Met office presenter and will be broadcasted within the news

Scheduling & Accreditation

- Approximately 17 reports per week
 - Mon - Fri: 3 x reports per day
 - Sat - Sun: 1 x report per day
- 2 x 5" sponsorship idents per report
- Scheduling subject to change

Minimum number of idents to be agreed with channel

We are unable to accept products featuring nasal sprays as a sponsor, due to Channel 5 Weather being sponsored by Sterimar

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