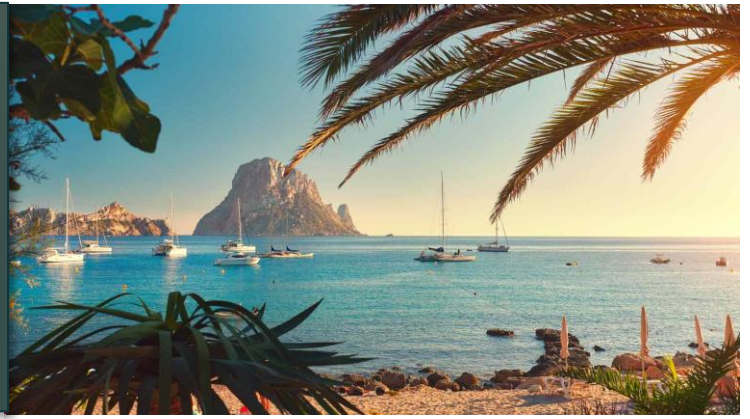


Opportunity

Holiday Weather Report 2023

Sponsorship Opportunity 2023



Channel



Investment

Start

May - August 2023

Platforms

On-air

The Opportunity

The Holiday Weather Report is a new sponsorship opportunity brought to you by Channel 5. The report with provide details of the weather in popular holiday destinations, this property provides daily exposure for brands keen to engage those interested in foreign travel.

About The Content

Following the Channel 5 News, the short segment, presented by a Met Office presenter will bring viewers temperatures from popular European holiday spots; tapping into both the weather and travel demand sectors.

This is an attractive property for a brand looking to target a large and diverse audience and associate themselves with a reputable programme..

Key Benefits

- **Always On During Key Holiday Months:** Sponsorship of the Holiday Weather 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 as they have holidays front of mind
- **Trustworthy environment:** The report will be presented by Met office presenters, ensuring it's noteworthy and informative for viewers

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

Contact Details

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