

Opportunity

Weather Trends Report

Sponsorship Opportunity 2023



Channel



Investment

Start

January – December 2023

Platforms

On-air

The Opportunity

In aid of the British obsession with the weather (apparently the average Brit spends 45-hours per year talking about the weather) Sky Media and Channel 5 would like to offer a brand the chance to sponsor the 'Weather Trends Report', our brand-new bespoke weather-related opportunity.

About The Content

Produced by The Met Office, the Channel 5 Weather Trends Report will provide viewers with extended detailed insight into temperature, wind and rain comparisons across the nation.

Following the standard weather report, the Weather Trends Report will be noteworthy and informative, focussing on the significance of weather trends.

Key Benefits

- **Always on:** Sponsorship of the Weather Trends 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 at the time they are thinking about the weather
- **Trustworthy environment:** The report will be presented by Met office presenters and will run within the news broadcast

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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