

Opportunity

Quest

Primetime Sponsorship 2023

6 Month Opportunity



Channel

Investment

Start

Platforms

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April 2023

Sponsorship

Licensing

Digital

Social

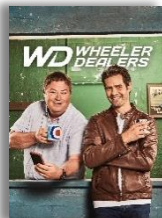
QUEST

Why partner with Quest?

The largest FTA Channel in the Warner Bros. Discovery Portfolio!

Sky Media and Warner Bros. Discovery are pleased to offer brands the opportunity to build an association with Quest., the largest free to air channel for men in the UK (excluding terrestrials.)

Quest reaches over **15m Adult per quarter**, highlighting how this is a channel for viewers with varied passions – cars, ships, planes, craft, infrastructure projects, history, sport, science, the unexplained and trading. There’s a big wide world out there full of amazing stories, fascinating facts and extraordinary people. Quest brings them all to life with personality, wit and wisdom. With fan favourite content like **Salvage Hunters: Classic Cars**, **Richard Hammond Workshop** and **Shed & Buried**, this is the perfect opportunity to build a lasting association with one of the largest channels in the UK!



Audience Insight



Demographics:

Quest viewer is predominantly male aged 55+, he does not have children in the HH and he has very traditional views on life and loves simplicity.



DIY:

45% decorate and do other home improvement themselves i119. They are 21% more likely to spend £2k or more on DIY in the last year



Finance:

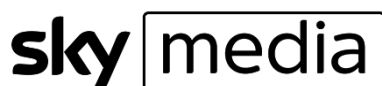
41% of Quest viewers own their home outright i116. 33% have some kind of investment/saving bonds (premium/income bonds etc) i120

Source: TGI Jan 22: Quest Channel viewer

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