

Opportunity

Sky HISTORY & Sky HISTORY 2

6 Month Primetime Sponsorship
2024 Opportunity



Channel	Investment	Start	Platforms
 	*Enquire for further details	Available Now	<input checked="" type="checkbox"/> On Air <input checked="" type="checkbox"/> Sky Go

Why partner with Sky HISTORY on Sky?

History is Alive with Sky HISTORY

The leading destination for award-winning factual entertainment and innovative talent-led UK programming. Discover the richness of human history and endeavour with these awe-inspiring stories told through a contemporary lens. This package delivers a decision-making audience who love sustainable quality brands and new technology.

A sponsorship with **Sky HISTORY** allows brands to have an 'always on' presence by granting you the opportunity to boost brand awareness and perception. Your brand will be closer to those awe-inspiring discoveries than any other advertiser. Recent and upcoming titles and talents have ranged from Royal Autopsy (2023), Jefferson (2024), and Deadman's Curse (2024). This opportunity has the potential to go beyond a typical sponsorship, as the brand relationship can evolve with integration into the content through digital and social activations.



Audience Insight



Receptive to Advertising:

Viewers are 36% more likely than the average to agree with the statement they notice products or brands that appear in TV programmes and films.



Premium Purchasers

Viewers are 48% more likely than the average to agree with the statement that they choose premium rather than standard goods and services. 51% believe it is worth paying extra for good quality beer.

DIY:

52% are always looking for new ideas to improve their home. 24% spend £250 or more per year on their garden.



Figures are based on TGI Jan 2023

Content and Scheduling

- Daypart: **18:00 - 23:00**
- Approx. **300** hours of content per month & Approx. **2,400** sponsorship credits per month
- **2 x 10"** openers/closers and **6 x 5"** break bumpers

Contact Details

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