

Opportunity

GB News: Finance Report

Sponsorship Opportunity:
6 Months



Channel



Investment

*Please enquire for further details.

Available from

Available Now

Platforms

- On-air
- Radio
- Social

The Opportunity

Sky Media and GB News are delighted to present the opportunity to sponsor our daily **Finance Reports**. This is an opportunity to position your brand around a topic that affects Britons more than any other – their money.

We provide frequent, high quality financial reports, presented by experienced journalists such as **Liam Halligan**, our Business & Finance Editor. With **5 Finance Reports each weekday**, this on-air sponsorship will provide your brand with frequent exposure to an **ABC1 audience** whose finances are uppermost in their concerns.

GB News' unique 360-degree content strategy optimises the demand for news across **digital and social platforms**, and this sponsorship includes additional exposure via our **Radio simulcast**. As the **cost-of-living crisis** continues, our finance coverage gives viewers the most up-to-the-minute information on their money, giving your brand a trusted platform on which to communicate its message.

About GB News

Available in 96% of UK homes, GB News is the pioneering news outlet that promises to deliver impartial and representative reporting for the entire nation. With a powerful sense of **community** and **inclusivity** at its heart, GB News is a news channel for the people. Designed to meet the needs of those who feel underserved by the other news institutions, GB News delivers compelling debates on key topics with a rational, optimistic outlook.

TV icons such as **Eamonn Holmes, Isabel Webster, Stephen Dixon** and **Anne Diamond** host the breakfast show. A host of new presenters have joined GB News in the last year, including **Michael Portillo, Camilla Tominey** and **John Cleese**. Viewers tune in to a diverse range of opinions from **Nana Akua** and **Mark Dolan**, to exciting, young journalists such as **Tom Harwood, Olivia Utley** and **Patrick Christys**.

Scheduling & Accreditation

GB News: Finance Report

- 6-month sponsorship – *other durations also available*
- 09:30-18:30 (Monday-Friday)
- 5 x reports per day, 5 days per week
- 1 x 10" opener and 1 x 5" closer idents per report
- Approx. **110** reports per month
- Approx. **220** sponsorship credits per month

About The GBN Audience

- An upmarket audience with cash to spend:
- **66%** of GBN's audience are ABC1, **27%** are AB
- **16%** have a household income over £75k (i.134)
- GBN viewers are **24%** more likely than the average UK adult to be planning to take out investments or increase their savings in the next year.

Digital Amplification

- GB News recognises the importance of providing reliable financial information on digital and social platforms.
- GBNews.com is the fastest growing website in the UK with **17.5m monthly UUs**, generating **80m page views a month** (WebAnalytics, April 2024).
- There is now mass interest in the digital and social arenas, with over **1 million Tik-Tok followers, 650,000 X/Twitter followers** and **1.25m YouTube subscribers**, where the live broadcast is shown alongside edited clips.
- Digital amplification opportunities of this sponsorship include native articles and columns, branding of digital content, homepage takeovers on the GB News app and the GB News Website.

Contact Details

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