

Opportunity

# Summer Mornings with Sky Media Kids

## 2024 Sponsorship Opportunity



Channel

Platforms

Investment

Start



\*Enquire for more details  
1 July - 31 September 2024

### The Opportunity

Sky Media is your gateway to an exciting world of kids' entertainment, where beloved and iconic brands come to life! Dive into a treasure trove of vibrant and engaging content that's perfect for young viewers and the young at heart.

This summer, we are inviting a brand to sponsor mornings across all these channels (all programming 0900-1200).

Filled with the world's most famous characters, from SpongeBob SquarePants and Barbie, to Scooby-Doo and Peppa Pig...every morning.

Reach families whilst they are prepping their pack lunches, planning for the week, or just taking some downtime before the day ahead!

### The Channels



### Programming Highlights

Jammed-packed full of amazing programming this package contain some of the most recognisable characters in kids' entertainment for both kids and parents alike!

- Peppa Pig
- Paw Patrol
- DORA
- Thomas & Friends
- Fireman Sam
- Teen Titans Go
- Mr Bean Animated Series
- Monster High
- Elmo's World
- Bugs Bunny Builders
- Hello Kitty
- The Thunderman's

### The Benefits

- **Trusted Environments:** Our channels provide a safe space for kids to enjoy family-friendly shows, which is trusted by parents.
- **Mass Awareness:** Reaching kids of all ages across 9 popular channels, over 3 months!
- **Align With Household Names:** Associate with several iconic kids' characters like SpongeBob Square Pants, Peppa Pig, Pokémon, Barbie, Fireman Sam, Looney Tunes, and Scooby-Doo.

### The Accreditation and scheduling

- 0900-1200 daily across all Sky Media Kids channels
- 4 x 15" and 2 x 5" idents per hour on Nickelodeon
- 4 x 15" and 4 x 5" idents per hour on Nicktoons\*
- 6 x 15" idents per hour on Nick Jr and Nick Jr Too\*
- 4 x 10" & 4 x 5" idents per hour on the POP channels
- 6 x 10" idents per hour on the WBD Kids channels

Source: TechEdge/BARB;

Minimum number of idents to be agreed with channel

Scheduling is subject to change; delivery are estimates based on current market predictions

\*Nick Jr Too and NickToons are subject to channel rebrands

