



A Yorkshire Farm



Outdoor Life on Channel 5



TYPE

Genre Sponsorship



DATES

6 Month Sponsorship



STATUS

Available from 17th
January

CONTACT DETAILS

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Ben Fogle New Lives in the Wild

Outdoor Life

Step into the glorious outdoors with Channel 5



The Opportunity

Looking to align your brand with nature, exploration, and the great outdoors? Then look no further than Outdoor Life on Channel 5. From walking Britain's scenic landscapes to exploring the highs and lows of running a farm, our outdoor life content celebrates rural living and the spirit of exploration.

Featuring beloved shows such as **Springtime on the Farm** and **Walking Britain's Lost Railways**, and led by well-known talent like **Helen Skelton** and **Ben Fogle**, this feel-good content appeals to a highly engaged audience passionate about exploring the outdoors.

Spanning linear and VOD, this sponsorship package offers brands consistent presence and an ideal environment to reach both broad and upmarket adults alike.

Previous Programming



Yorkshire Great and Small with Dan and Helen



Clare Balding Tales From The Riverbank



Kent the Garden of England



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Scheduling and Accreditation

- 6-month sponsorship
- 5 x 10" sponsorship idents per-hour on linear
- 10" idents across My5 and Sky VoD
- Approx. of 10-hours of peak content per-month**

Key Benefits

- The sponsorship reaches an upmarket audience.
- Offering **huge media value**, the sponsorship provides airtime value far greater than the investment
- Sponsorship on Channel 5 is proven to **positively shift key consumer metrics** like knowledge (+37%) and purchase intent (+66%)