

Opportunity

# Quest Red

Channel Partnership Opportunity 2018



Channel



Start

Available now

Platforms

- On-air
- Digital
- Social

## The Opportunity

Sky Media and Discovery are excited to offer brands and advertisers the opportunity to sponsor Discovery's brand new, female-skewing free-to-air entertainment, Quest Red. This channel partnership gives brands a sponsor all of the content that Quest Red has to offer, from the second season of the much-loved **Katie Price: My Crazy Life** to the fascinating **Say Yes to the Dress**.

The excitement doesn't have to stop at on-air sponsorship. The partnership can be further extended through bespoke branded content, social activation and many other opportunities.



## About Quest Red

With an irresistible mix of jaw-dropping real life, spine-tingling real crime, and heart-warming real stories; it's not hard to see why Quest Red was **the fastest growing free-to-air entertainment channel in 2017**. Quest Red has a **monthly reach of 5.6m people**, and it's no wonder with so much captivating content that keeps viewers wanting more.

## Schedule & Accreditation

- Monday-Sunday
- 16 hours per day
- 3 x 10" spots per hour
- Approx. 480 hours of sponsorship per month
- Approx. 1,440 sponsorship credits per month

### Daytime (0800-1859)

- Approx. 330 hours of sponsorship per month
- Approx. 990 sponsorship credits per month

### Peak (1900-2359)

- Approx. 150 hours of sponsorship per month
- Approx. 450 sponsorship credits per month



## Contact Details

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