

Opportunity

Christmas Nights on C5 Sponsorship Opportunity 2019



Channel



Budget

Dates

November -
December 2019

Platforms

TV sponsorship

The Opportunity

Ensure your brand is front-of-mind this Winter across this valuable time block on C5. The 1900-2400 Primetime package is the perfect opportunity for a brand looking to target a wide range of audiences in the build up to Christmas and most importantly, present-buying season!

The Channel

C5 has seen a **40%** increase in original content over the past 5 years, with **80%** of the peak-time programmes comprising of over **100** brand new original series. In addition, our 16-34's audience has increased by **21%** since last year and ABC1 Adults has grown to double digits since 2018 too!

Shows on C5 include **BAFTA Award-Winning** Jane McDonald in *Jane McDonald and Friends*, and other popular shows such as *Gino's Win Your Wishlist Christmas special*. Plus, there are plenty of other binge-worthy programmes scheduled for 2019!

Partnership Benefits

- An association with premium content during the Winter season
- Capturing viewers during peak performing hours (19:00-24:00), ensuring your brand will reach a diverse audience
- Large reach in a short time - lots of value in the sponsorship as it will be seen by **32.7m (64%)** of all adults in just 2 months!

Scheduling & Accreditation

- Monday - Sunday
- 19:00 - 24:00*
- 2 x 10" and 3 x 5" credits per hour show

Contact Details

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