

Opportunity

5 Drama Package Sponsorship Opportunity



Channel



Dates

Available from
September 2019
onwards

Cost

The Opportunity

More gripping than reality - Drama on Channel 5 and 5USA is action-packed with the most popular & enthralling Drama series. It's the perfect opportunity for a brand looking for heavy daily presence each month, reaching **27.1m** adults and **56%** of all women across the year.

The Content

Straight from the US, this package contains the best series on 5USA like NCIS and fan favourite Law and Order.

Coming to Channel 5 in Winter 2019 is the brand new series Cold Call: A four-part thriller follow single mother caught up in a fraudulent cold call scam that threatens to unravel her life. Also coming in 2019/2020 brand new The Hunting and The Deceived.

Benefits

Presence: Daily primetime spots across 5USA, key for brand awareness impact across the year.

Association: Linking your brand to an award winning channel. C5 and 5USA's quality Drama programming offers gripping viewing that attracts a powerful audience who are likely to interact with your brand.

Scheduling & Accreditation

- 5USA Drama: approximately 400 hours per month on 5 USA, Approx. 5 x 10" idents per hour
- BRAND NEW drama series on Channel 5: 1 x 15" opener, 6 x 5", 1 x 10" closer per episode.
- Up to 5" advertiser logo accreditation on all relevant promos over 20" in duration*

Contact

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12 Month Guide Coverage (Sept 2019- Aug 2020)

Target	Reach (%)	Reach (000)	Actual TVRs	Equiv TVRs	OTS
ABC1 Adults	48	13,564	3,880	1,881	80
Adults	53	27,104	5,827	2,852	109
Housewives with Children	42	2,984	2,502	1,227	59
Housewives ABC1	54	7,771	5,241	2,546	98
Women	56	14,543	7,174	3,514	129

- Please note these are estimations based on 2019/2018 and are subject to change.
- Min no. of idents produced to be agreed with C5