



Investment

*Enquire for full details

Dates

*Enquire for full details

Platforms

✓ On-air

Channel Overview

Sky Media are excited to offer brands and advertisers the opportunity to sponsor **POP**. Throughout 2024 there are still multiple sponsorship opportunities, that give brands the perfect chance to reach children and parents alike at an incredible value – this is an opportunity not to be missed.

POP is the kids channel that will allow brands and advertisers to feature in an **imaginative and creative environment**, and connect not only to the children watching the great programming, but their co-viewing parents.

Targeted at **kids aged 6-10**, POP is a channel that allows children’s imaginations to run free. POP’s wide range of fantastic content will inspire fun, laughter and creativity in its young audience and parents alike!

Scheduling & Accreditation Options

Mornings on POP

- 06:00-08:59 during Monday-Friday
- Approx. 66 hours of sponsored content per month
- Approx. 526 sponsorship credits per month
- 4 x 10" & 4 x 5" sponsorship idents per hour

After School on POP

- 15:00 – 18:00 during Monday-Friday
- Approx. 105 hours of sponsored content per month
- Approx. 840 sponsorship credits per month per month
- 4 x 10" & 4 x 5" sponsorship idents per hour

Evenings on POP

- 18:00-19:59 during Monday-Friday
- Approx. 74 hours of sponsored content per month
- Approx. 592 sponsorship credits per month
- 4 x 10" & 4 x 5" sponsorship idents per hour

*Please enquire for other available dayparts.



#1
Commercial
Kids channel
in the UK!

Reaching 3m
Kids in the
last 12
months

only
commercial
kids channel
targeting 6-
10-year-olds

Source: TechEdge/BARB/KIDS Jan 22-Dec 22

Contact Details

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