

Opportunity

BLAZE

2024 Primetime Sponsorship Opportunity



Channel



Investment

*Enquire for further details

Start

Available Now

Platforms

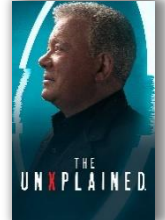
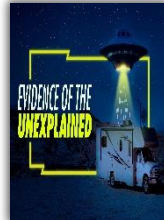
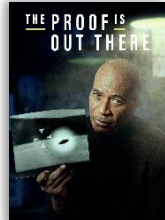
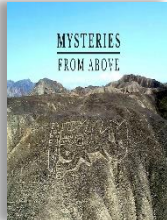
Sponsorship

Why partner with BLAZE?

Feel the BLAZE

The destination for adventurous entertainment and celebration of **real people** with **real stories**. Follow the immersive lives and inspiring stories of people who achieve the extraordinary through determination, courage, and defying convention. This package delivers to a go-getter audience who love action, adventure, and humour.

A sponsorship with **BLAZE** allows brands to have an **'always on'** presence by granting you the opportunity to boost brand awareness and perception. Your brand will be closer to the best in class entertainment than any other advertiser. Titles have ranged from Hardcore Pawn (2009), Cities of the Underworld (2007), and Eating History (2020). In addition, themed content weeks will be evident throughout 2023 with UFO Week, Monster Week, and Paranormal Week.



Audience Insight



Profile & Interests:

The audience profile for BLAZE is predominantly Men 45+ They tend to buy the premium versions of products (i136). 20% of viewers have drunk lager in the last week and are 17% more likely to have drunk it within the last day.



Home Centric

The audience spend most of their time and money close to home (i160). 43% are interested in gardening, 30% are interested in DIY and 50% have a pet in the household.

Figures are based on BARB APC and BARB Touchpoints H1 2023

Content and Scheduling

- Daypart: Primetime (18:00 - 24:00)
- Approx. **180** hours of sponsored content per month
- Approx. **1,440** Sponsorship Credits per month
- **2 x 10" & 6 x 5"** idents per hour

Contact Details

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