

Out of this World on BLAZE
12 Months 2025



SKY

Craig Charles: UFO Conspiracies



 **TYPE**
Genre Sponsorship

 **DATES**
12 Months

 **STATUS**
Available Now

Contact Details

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OUT OF THIS WORLD



Why partner with BLAZE?

Feel the BLAZE

Embark on a captivating journey that takes you **out of this world**. From aliens and UFOs, to paranormal activity and myths, this genre package has a show for every conspiracy theory! With shows fronted by the likes of William Shatner, Craig Charles and Tony Harris, BLAZE'S Out of this World package is for viewers looking to expand their knowledge of some of the world's most bizarre occurrences.

Out of this World allows brands to have an 'always on' presence by boosting brand awareness and perception. Titles have ranged from *The Curse of Oak Island* (2023), *Evidence of the Unexplained* (2022), and *Alien Disclosure Files* (2024). In addition, themed content weeks will be air throughout 2025 (UFO Week, Monster Week, and Paranormal Week).

Contextual Relevance

Reach broad audiences who have a strong interest in storytelling, the supernatural and the world around them.

Audience Insight

Profile & Interests:

The audience profile for BLAZE is predominantly **Men 45+**. **56%** are working.

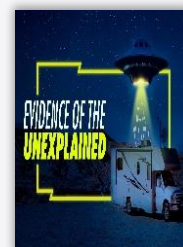
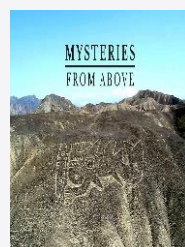
Hobbies & Interests

The audience spend most of their time and money close to home (**160**). **44%** of BLAZE viewers are interesting in reading. **43%** are interested in gardening, **25%** are interested in DIY and **50%** own a pet. **71%** say they often talk about things they have seen on TV.

Food & Drink

69% of BLAZE viewers say they are prepared to pay extra for better quality products and services. **31%** of BLAZE viewers have drunk lager in the last month and are **13%** more likely to have drunk it within the last day. **68%** ate out in the last month.

(Source: TechEdge, Nov 23-Oct 24)



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The UnXplained with William Shatner



OUT OF THIS WORLD



Content & Scheduling

LINEAR

- Approx. **190** hours of sponsored content per month
- Approx. **1,520** sponsorship credits per month
- **2 x 10"** openers/closers and **6 x 5"** break bumpers per hour

£2.4m media value vs ITV
Adults



Ancient Aliens was the most watched programme on BLAZE in the last 12 months with over 2.9m viewers.

(Source: TechEdge September 2023-August 2024)

Sky requires a signed contract prior to the campaign live date. Failure to comply will result in delayed transmission and may negatively affect campaign delivery.



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The Curse of Oak Island