

Revive & Restore on sky **H** | HISTORY **BLAZE**



American Pickers



TYPE
Genre Sponsorship
Linear

DATES
12 Months

STATUS
Available from
8th April 2025

Contact Details

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Pawn Stars

REVIVE & RESTORE SPONSORSHIP



The Opportunity

We are excited to announce the launch of a **brand-new sponsorship** across Hearst Networks – ‘Revive & Restore’ on Sky HISTORY & BLAZE.

This tailored package has been inspired by increased public popularity in upcycling your home goods and wardrobe, in addition to shopping more tactfully for the best buys. Sky HISTORY and BLAZE have several fan favourite shows dedicated to this space, so it is a great opportunity for brands to associate with sustainably-led content and reach a decision-making audience.

From long running beloved series such as ‘**Pawn Stars**’ and ‘**Storage Wars**’, our relatable yet inspiring stories are told through a contemporary and upbeat lens. Hosted by engaging talent, our shows highlight finding the value in goods around your home, and giving your treasured goods a new lease of life.

Key Benefits

Contextual Relevance: Position your brand alongside Sky HISTORY’s restoration programming, ensuring it resonates with affluent viewers who have a strong interest in upcycling, reselling, craftsmanship and adding value to your home.

Front-of-Mind Awareness: Achieve sustained visibility with over 334 hours of content per month, ensuring your brand remains top of-mind for viewers over a 12 month period.

Audience Insight



Eco-Conscious:

They describe themselves as ‘eco influenced’ (i170)



Green Lifestyles:

They are prepared to make lifestyle compromises that benefit the environment (i179)



Sustainable Homes:

They consider how environmentally friendly their home appliances are as their main purchasing influencer (i140).

Scheduling & Accreditation

- Daily presence on Sky HISTORY, Sky HISTORY 2 & BLAZE
- 12 Months
- Approx. 18 hours of premiers per month across BLAZE and Sky HISTORY
- Approx. 316 hours of repeats per month across all three channels
- 2 x 10” openers/closers and 6 x 5” break bumpers



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