

Timeless Repairs on sky **H | HISTORY**


sky

Forged in Fire



 **TYPE**
 Genre Sponsorship

 **DATES**
12 Months

 **STATUS**
Available from 8th
April 2025

Contact Details
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TIMELESS REPAIRS SPONSORSHIP



The Opportunity

Sky HISTORY presents a unique chance for brands to partner with and sponsor **Timeless Repairs**, a genre of programming that celebrates DIY and craftsmanship. Featuring popular shows like *Forged in Fire*, *American Pickers*, and *Rust Valley Restorers*, this lineup delves into the worlds of skilled trades and historical restoration.

By aligning with Timeless Repairs on **Sky HISTORY**, your brand can connect with a dedicated audience of ABC1 men who value quality, expertise, and historical depth in their entertainment. This sponsorship offers a distinctive opportunity to integrate your brand with premium content that resonates deeply with viewers' passions and interests.

Key Benefits

- **Contextual Relevance:** Position your brand alongside Sky HISTORY's engaging programming, like *Forged in Fire* and *Rust Valley Restorers*, ensuring it resonates with viewers who have a strong interest in DIY, craftsmanship, and historical restoration.
- **Engage with a Targeted Audience:** Connect with a dedicated audience of ABC1 men who are passionate about DIY, craftsmanship, and historical restoration, ensuring your brand reaches viewers who value quality and expertise.
- **Front-of-Mind Awareness:** Achieve sustained visibility with over 225 hours of content per month, ensuring your brand remains top of-mind for viewers over a 12-month period

Audience Insight



DIY Enthusiasts:

Viewers Sky HISTORY viewers are 60% more likely to tune into DIY TV shows – they're all about hands-on projects (i160)



DIY Buzz:

Sky History viewers are always buzzing about DIY – it's a top topic in their conversations (i129)



Influenced By Advertising:

Viewers are 20% more likely to notice products or brands featured on TV .

Source: TGI Barb: TGB2407MO TGI GB 2024 July (viewers vs non viewers)

Scheduling & Accreditation

- Channels: Sky HISTORY & Sky HISTORY2
- Approx. **225** hours of content per month across both channels
- Approx. **7,200** sponsorship credits per month across both channels
- **2 x 10"** openers/closers and **6 x 5"** break bumpers



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