

Uncovering the Stories on Crime+Investigation


sky



Gypsy Rose: Life After Lock Up

CRIME+
INVESTIGATION

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INVESTIGATION

 **TYPE**
Full Channel
Sponsorship

 **DATES**
12 Months

 **STATUS**
Available now

[Contact Details](#)

Zena Sanghera | MP Partnership Manager
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SPONSORSHIP

CRIME+ INVESTIGATION



The Opportunity

Uncover the truth behind crimes, mysteries & thrillers

Prepare to explore the **real stories** behind some of the world's most notorious crimes and criminals. Crime+Investigation is the leading destination for **award-winning** crime entertainment and innovative **talent-led** programming. This package delivers for inquisitive audiences who love authenticity.

A sponsorship with **Crime+Investigation** allows brands to have an **'always on' presence**, being closer to the best in class crime entertainment than any other advertiser. Titles and talent have ranged from *Secrets of Playboy* (2022), *Cops Gone Bad with Will Mellor* (2024), and *TikTok Star Murders* (2025) to fan favourite *The Killer Interview with Piers Morgan* (2024) and *Killer Britain with Dermot Murnaghan* (2025).

Key Benefits

Reach broad audiences who have a strong interest in storytelling, discovery, human psychology, community and problem solving.

Audience Insight

Profile & Interests:

The audience profile for C+I is predominantly **Women 55+**. They love to try new products and brands (**i112**). They are always looking for new ideas to improve their home (**i110**). They are **57%** more likely to say they are prepared to make lifestyle changes that benefit the environment.

Receptive to Advertising

They're also **120%** more likely than the national average to agree that advertising often helps them make better purchase decisions. They are **58%** more likely to say they often notice things they have seen on TV.

And in 2025, Hearst Networks are delighted to offer brands the opportunity to sponsor the C+I VOD platform for the first time!



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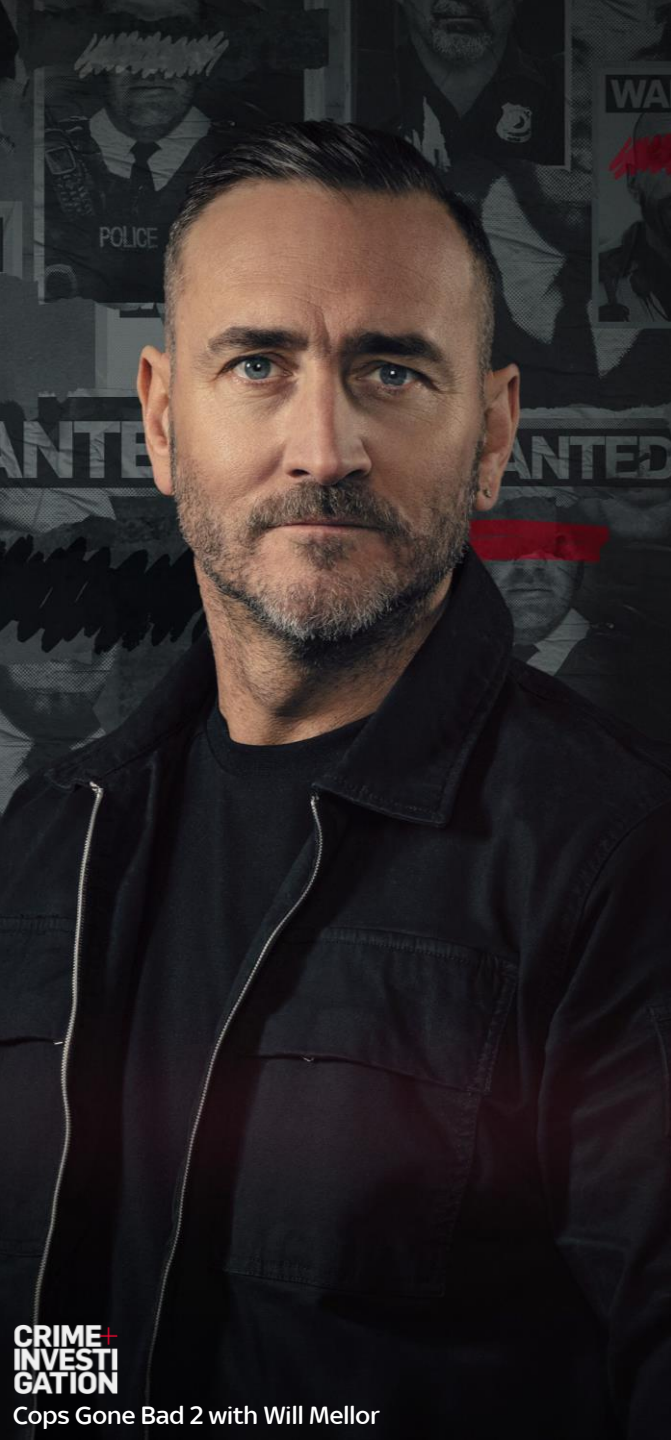


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Scheduling & Accreditation

LINEAR

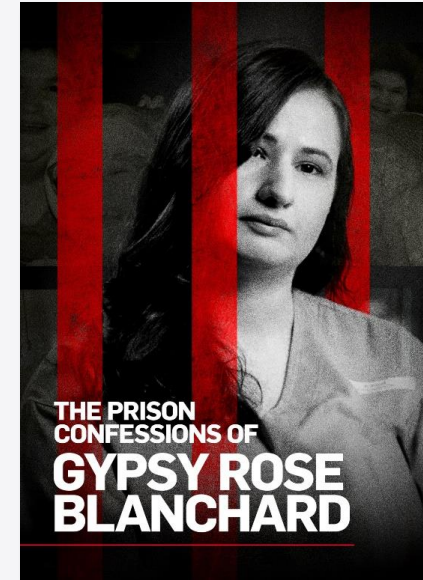
- Daypart: C+I Full Channel **(08:00 - 24:00)**
- Approx. **480** hours of sponsored content per month
- Approx. **3,840** sponsorship credits per month
- **2 x 10"** openers/closers and **6 x 5"** break bumpers

VOD

- **1 x 10"** pre-roll bumper
- **1.6 million** 30" equiv impressions

Media Value:

£2,684,574 (vs. ITV 2025 CPT Ads)



The Prison Confessions of Gypsy Rose Blanchard was the most watched programme on C+I in the last 12 months with over 617k 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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