

The Sky logo is positioned in the top left corner, partially within a white triangular graphic element. It consists of the word "SKY" in a bold, italicized, sans-serif font.

SPONSORSHIP OPPORTUNITY

on

The Discovery Channel logo is centered in the image. It features a small globe icon to the left of the word "Discovery" in a large, bold, black sans-serif font. Below "Discovery" is the word "CHANNEL" in a smaller, spaced-out, black sans-serif font, followed by a trademark symbol (TM).



SEEK AND YOU SHALL FIND ON THE DISCOVERY CHANNEL

Discovery Channel empowers people to explore their world and satisfy their curiosity. Discovery Channel is devoted to creating the highest quality non-fiction programming that provides an unparalleled insight into the awesome world in which we live.



Target Demo	30-59 years
Gender Split	53% Male 47% Female
Avg. Monthly Cumes 2017	877,400 (Jan-Nov)
Avg. Household Income	\$95,658
Shopping Patterns	Higher spenders on clothing and footwear, household contents and services, property maintenance, medical products and appliances and purchase of vehicles.
Channel Perception	Discovery channel viewers find the channel informative, fascinating and simulating



SKY Search 2017 / Nielsen CMI. Compared to AP 15+ with TV, Nielsen TAM. AP5+ Represents type of programming on the Living Channel, for up-to-date programing information please ask a SKY Advertising Business Director

**52% OF AP25-54 WITH SKY
WATCH THE DISCOVERY
CHANNEL EACH WEEK**

SKY



The SKY logo is positioned in the top left corner, featuring the word "SKY" in a white, italicized, sans-serif font against a black triangular background.

SPONSORSHIP ELEMENTS

The Discovery Channel logo is located in the top right corner. It consists of a small globe icon to the left of the word "Discovery" in a bold, sans-serif font, with the word "CHANNEL" in a smaller, spaced-out font below it. The logo is set against a black triangular background.

Single Programme Sponsorship

Opening, Middle and Closing Billboards

- 1 x 10 sec Opening, Middle and Closing Billboard every episode

Airtime

- 1 x 30sec spot with priority placement in the programme

Programme Promotional Trailers

- A minimum of 30 x promotional trailers to play across Discovery Channel each week

SPONSORSHIP ELEMENTS

2 Hour Zone Sponsorship

Opening & Closing Billboards

- 1 x 10 sec Opening and Closing Billboard every episode

Middle Billboards

- 2 x 10 sec Middle Billboards every episode

Airtime

- 3 x 30sec spot with priority placement across the week

Programme Promotional Trailers

- A minimum of 60 x promotional trailers per programme to play across Discovery Channel each week

 SKY

INVESTMENT & VALUATION

 Discovery
CHANNEL™

2 Hour Zone Sponsorship based on 12 weeks

Sponsorship Value	\$ 88,800
Sponsorship Investment	\$ 26,600

Single Programme Sponsorship based on 12 weeks

Sponsorship Value	\$ 44,400
Sponsorship Investment	\$ 15,500

Production Fee*	\$ 2,500
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Price does not include GST and is agency commission bearing.

* The production fee is for production of 1 x Standard Programme billboard (Cut down from TVC with voice over), further charges may incur for additional elements with the billboard.

SKY

**DISCOVER HOW
AWESOME THE
WORLD IN WHICH
WE LIVE IS!**

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Discovery
CHANNEL™

COME WITH US



SKY
SPORT 1

SKY
SPORT 2

SKY
SPORT 3

SKY
SPORT 4



SoHo



SKY
5

vibe



living.
CHANNEL

foodtv

DISCOVERY
turbo

TLC



VICELAND



CRIME+
INVESTIGATION



H
HISTORY

BBC
Knowledge



nick



sky NEWS
NEW ZEALAND



SKYWATCH