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**RAMADAN  
MEDIA PACK  
2025**

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**YOUR GATEWAY  
TO THE MUSLIM WORLD**

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# WHY ADVERTISE ON ISLAM CHANNEL DURING RAMADAN

Islam Channel, Islam Channel Urdu and Islam Channel Bangla are watched worldwide, but in non-Muslim countries, such as the UK, they take on special significance during Ramadan, as a focal point for families to share the joy of Ramadan, its rituals, routines and celebrations, with its focus on prayer, fasting and learning.

Islam Channel has its largest viewership during Ramadan itself and the time leading up to the holy month. Official

BARB ratings show over 2.2 million monthly viewers of live TV in the UK alone.

In 2025, Ramadan is predicted to begin on the evening of Friday, February 28, 2025 – Muslim families throughout the UK will be watching the channel to find out for sure when it starts. Throughout Ramadan, the TV is sure to be showing Islam Channel, Islam Channel Urdu or Islam Channel Bangla throughout the day in Muslim homes across Britain.



Our Channels are the place to watch live charity appeals nightly in Ramadan – known for our generous donors, raising millions for the good works of our charity partners. Our current records for Ramadan giving:

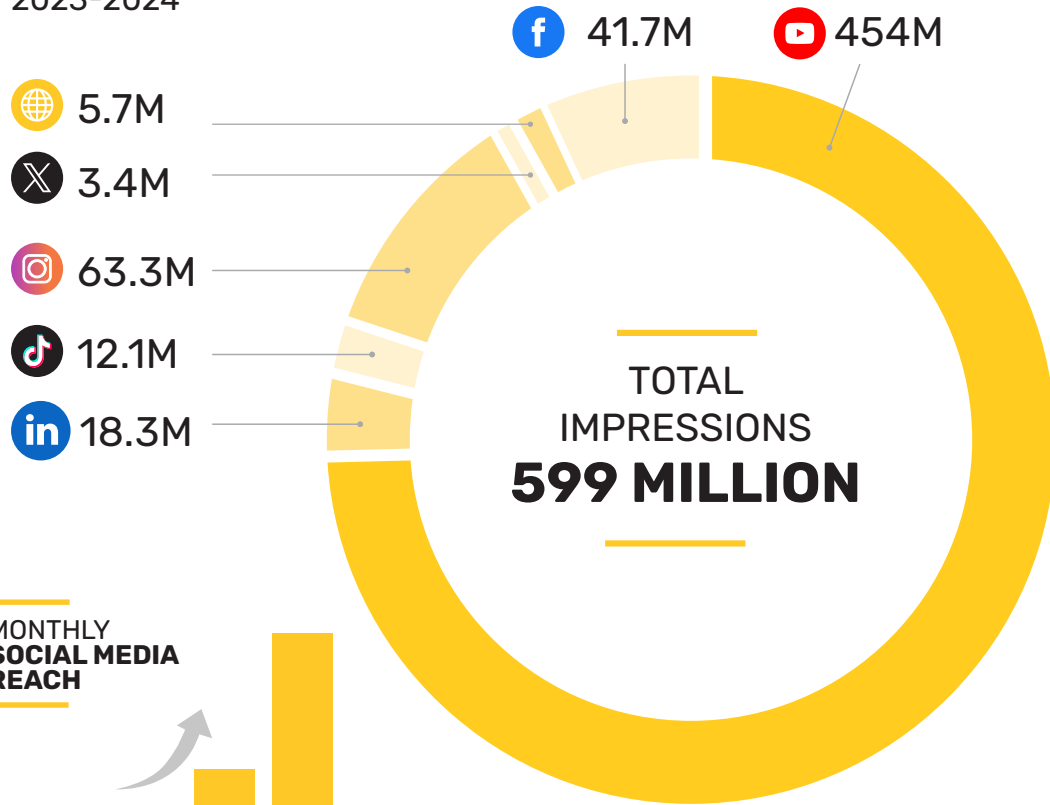
**Islam Channel** viewers donated over **£2.1 million** in one single night.

**Islam Channel Urdu** viewers donated over **£1 million** in one single night.

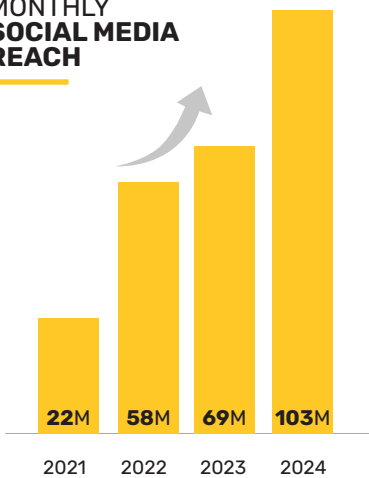
**Islam Channel Bangla** viewers donated over **£1 million** in one single night.

# YEARLY AUDIENCE ACROSS ALL PLATFORMS

2023-2024



## MONTHLY SOCIAL MEDIA REACH



# TELEVISION, WEBSITE & APP PERFORMANCE

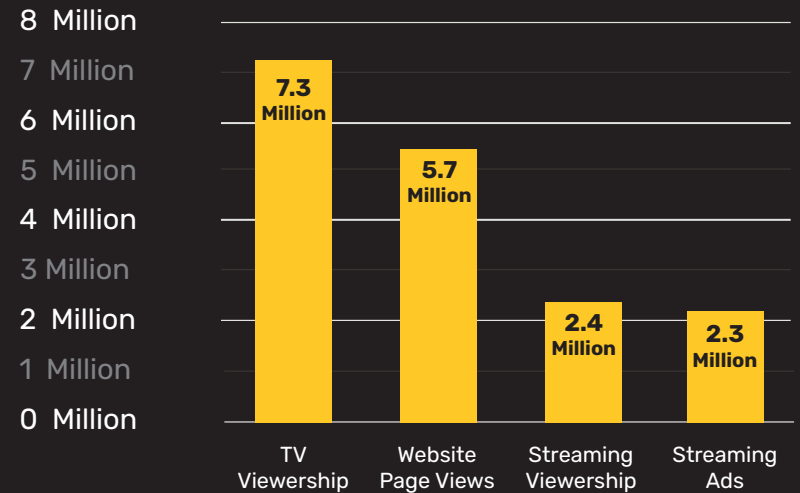
## TELEVISION PERFORMANCE



## WEBSITE PERFORMANCE



## APP PERFORMANCE







# PROGRAMME SPONSORSHIP ON ISLAM CHANNEL

Sponsoring a programme on Islam Channel, Islam Channel Urdu or Islam Channel Bangla is a wonderful way to take your brand right to the hearts of our viewers. Our viewers are extremely loyal and often feel a personal attachment to their favourite programmes. Many of our sponsorship opportunities are not only for TV but also include an online element incorporating YouTube or social media. This is just a sample of the programmes available.

We are able to offer a wide variety of content from religious to current affairs, lifestyle to children's programming.

Sponsorship works best when there is a clear synergy between the programme and the sponsor – our team knows our audience and our programming inside out and will be happy to recommend the most suitable options for you and your brand. Speak to them for rates and details.

## LIFESTYLE

Bringing the family together to share the joys of Ramadan

### THE BIG RAMADAN SHOW

Our flagship daily chat show featuring lifestyle, news and entertainment from across the UK, with cookery segments, competitions and more

### TRAVEL WITH ME

Travel around the world visiting Istanbul with Aatif Nawaz, Bosnia with Mistah Islah, Abu Dhabi and Uzbekistan

### IC KIDS STORYTIME

Muslim personalities tell inspiring children's stories from around the Islamic world

### NATIONAL QIRA'AH COMPETITION

The popular national competition to find the best reciter - a special Ramadan edition

### HEALTH SHOW LIVE: RAMADAN

Over the past year, health issues have come to the fore – viewers chat with our Muslim doctors and Sheikhs who have studied Fiqh of Medicine

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## DEEN-BOOSTING SHOWS

Spiritual and inspirational content

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### ISLAMIQA

Viewers call in to the studio with questions for our learned scholars who will offer advice on all matters pertaining to their daily lives

### TAJWEED SHOW

Season 2 of this popular show, presented by Sheikh Musa Abuzagheh, who completes his Tajweed syllabus

### THE HOLY QURAN

Listen to the holy Quran recited by Sheikh Maher al-Mu'aiqly

### RECITE

A live daily interactive Qira'ah show for Ramadan. Viewers call in to recite the holy Quran and have their recitations corrected by a panel of expert reciters

### FALL IN LOVE WITH THE QURAN

Sheikh Wissam leads this inspirational series, exploring the holy Quran

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## BITESIZE RAMADAN

Fascinating 5 minute snippets for TV and social media

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### RAMADAN IN ...

Travel around the world to explore Ramadan traditions

### IFTAR IN ...

Learn to cook Iftar delicacies from around the world

### HOW TO BUILD A QURANIC HOME

Reform your home according to the Quran and Sunnah, and fill your home with productivity and iman

### 99 NAMES OF ALLAH

Sheikhs from around the globe talk about the 99 names of Allah

### FOOD IN THE QURAN

An introduction to the food mentioned in the Quran

### MUSCONCEPTIONS

Muslim influencers' hilarious take on the things that people say about Muslims and Islam online





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# IFTAR & SUHUR SPONSORSHIP

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Sponsoring the Iftar and Suhur provides maximum visibility as families gather, tuning into Islam Channel awaiting the Fajr and Maghrib Adhans, to commence and break their fast each day.

This premium slot is one of the most sought-after sponsorships within the month of Ramadan

Sponsoring the Iftar and Suhur is an excellent opportunity to display, highlight, and showcase your brand every day within the month of Ramadan before the Iftar (breaking of the fast) and Suhur (start of the fast) duas.



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## TWO 10 SECOND SPOTS

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Before Iftar and Suhur dua daily throughout Ramadan





# RAMADAN COUNT SPONSORSHIP

As Muslims around the world eagerly await the arrival of Ramadan, all eyes will be on Islam Channel. British Muslims, in particular, rely on Islam Channel to confirm the official start of Ramadan and again at the end of the holy month, to confirm the end of Ramadan and the start of Eid al-Fitr.

The Ramadan Count on Islam Channel has proved very popular and is already booked for 2025. Now Islam Channel Urdu and Islam Channel Bangla are offering the same

exclusive opportunity for brands to sponsor the all-important Ramadan Count. Your brand will be in a prominent position reaching Islam Channel's audience across its TV and digital platforms.

This opportunity encompasses **one whole month of sponsorship**, throughout the month of Ramadan itself.

Your brand will be shown as part of Islam Channel's Ramadan Count promo on TV, on its website and across its social media platforms.



## WHAT'S INCLUDED:



### TV

Your brand logo featured on the iconic ICU or ICB Ramadan count promo, which will be played minimum 6 times per day in Ramadan



### islamchannelurdu.tv

Your brand logo featured on our ICU or ICB Ramadan count on our website



### SOCIAL MEDIA

Your brand logo featured on our ICU or ICB Ramadan count on YouTube and across all of our social media platforms

### 2 MONTHS

30 days of Shaban up to Ramadan + 30 days of Ramadan

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# OUR VALUES

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## **FAITH**

Placing Islam and its values at the core of our work

## **INTEGRITY**

Staying true to our principles to earn the trust of our audience

## **RESPECT**

Showing respect for others and valuing co-operation

## **EXCELLENCE**

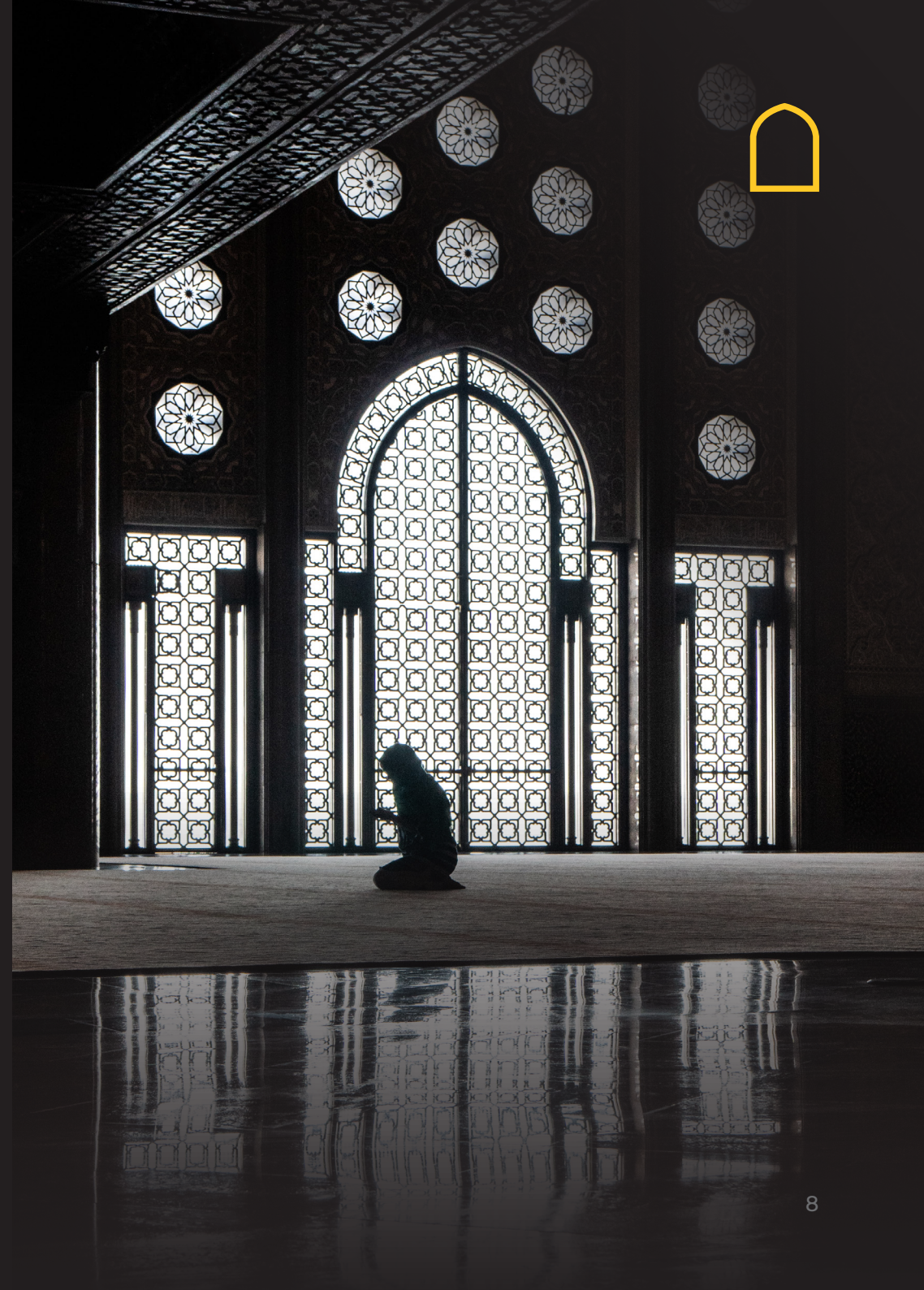
Striving for excellence or *Ihsan* throughout our work

## **CREATIVITY**

Seeking inspiration to generate new ideas and ways to express them

## **COMMUNITY**

Taking responsibility for serving and caring for our community





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# OUR VISION

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## **FOCUS ON VIEWERS**

Placing our viewers at the heart of everything we do, creating engaging, informative and entertaining content to earn and retain their trust

## **MUSLIM PERSPECTIVE**

Providing a Muslim perspective in the media and ensuring that Muslim voices are heard

## **RELEVANT TO MUSLIMS**

Raising issues and highlighting stories of relevance and significance to the Muslim community

## **CELEBRATE SUCCESS**

Celebrating Muslim achievement and showcasing the diversity and plurality of the British and global Muslim experience

## **EDUCATE & INFORM**

Educating and informing both Muslims and non-Muslims of all ages and backgrounds about Islam

## **CHALLENGE MISCONCEPTIONS**

Challenging misconceptions about Islam and standing up for what we believe is right

## **MUTUAL RESPECT**

Championing inclusivity and bringing people together to promote mutual respect between different communities, faiths and cultures





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# TESTIMONIALS FROM CLIENTS

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AL RAYAN BANK

“Islam Channel is a very important supplier for Al Rayan Bank, they provide services for us to reach our customer base and future prospects. Their audience is very much our audience and we share a lot of values in terms of the shariah and ethical values that we espouse. We use them for television, the website and we join them in shows and I think they’re a great partner for Al Rayan.”

**SULTAN CHOUDHURY, CHIEF EXECUTIVE OFFICER, AL RAYAN BANK**

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“We have been proud to exclusively premiere and run our annual TV adverts on Islam Channel and have found its audience to be important to us - particularly over the Ramadan period, a traditionally busy period for other Muslim centric sectors”

**SHAHZAD YOUNAS, FOUNDER & CEO, MUZZ**

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“Islam Channel assisted us in building awareness and trust for Wahed. We see them as a long-term partner. They worked closely with us to ensure our campaign delivered the desired results. And went above and beyond to ensure that our needs were met.”

**AS'AD LAYTH, VP BUSINESS DEVELOPMENT, WAHED INC**

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“The Islam Channel has been a key element for our marketing strategy when we opened up the first The Halal Guys in the UK. Their reach within the community is unrivalled. Furthermore, the know-how of their people helped us tremendously to set the tone and fine-tune our campaigns. The Islam Channel has been a great partner for The Halal Guys”

**JAN VAN DELDEN, MANAGING PARTNER, ITICO F+B (HALAL GUYS)**





# OUR CLIENTS



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## Contact Us

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If you would like to discuss advertising opportunities or start planning a future campaign, we'd be happy to talk about your requirements and help you to meet your objectives.

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