

**EID
MEDIA PACK
2025**



TELEVISION, SOCIAL MEDIA, WEBSITE & APP PERFORMANCE



2.2M

TV VIEWERSHIP
DURING RAMADAN



599M

DIGITAL
IMPRESSIONS



REACHING

60%

BRITISH MUSLIMS



1M

UNIQUE
APP USERS



5.7M

WEBSITE
PAGE VIEWS



600M

RAISED THROUGH
LIVE CHARITY APPEALS

ISLAM CHANNEL'S RAMADAN & EID REACH

During Ramadan and Eid, Islam Channel reaches millions of viewers, serving as a central hub in Muslim homes across the UK and worldwide. In Ramadan alone, Islam Channel recorded 2.2 million live TV viewers in the UK (BARB). As the climax of this holy month, Eid presents a unique opportunity to showcase your brand during a season of reflection, tradition, celebration, and family connection.



EID BRANDING & SPONSORSHIP OPPORTUNITIES

With Eid fast approaching, now is the perfect time for your brand to engage with the Muslim community. Islam Channel offers exclusive branding and sponsorship opportunities tailored for this special occasion, allowing you to connect with millions of viewers across TV and digital platforms. These opportunities are designed to maximise your brand's visibility and leave a lasting impression. Whether you're looking to feature your brand in Eid greetings, sponsor a movie, or support a live programme, we've curated these options with you in mind - and as a Eid gift, you'll enjoy a 50% discount.



EID GREETINGS

Played throughout the day during Eid.
High visibility for your brand during the holiday

- ✓ 3-4 second greeting messages
- ✓ Play over 3 days
- ✓ Play 5 times per day
- ✓ Total of 15 times

EID
MUBARAK

£750

50% OFF

ADD-ON

ONLINE ELEMENT

£1,000

FOR BOTH

MORNING PRAYERS

Played throughout the day during Eid.
High visibility for your brand during the holiday

PRICE:

£1,000

4:00 am - 5:00 am

Live Eid Prayers From Makkah

Eid prayers live from Makkah Al-Mukarramah.

5:00 am - 6:00 am

Live Eid Prayers From Madinah

Enlightening Eid prayers live from Madinah Al-Munawwarah.

6:00 am - 7:00 am

Live Eid Prayers From Al Aqsa

Enlightening Eid prayers live from Al Aqsa.

7:00 am - 8:00 am

Eid Prayers London Central Mosque

Live Eid prayers from Regents Park, London Central Mosque.

8:00 am - 9:00 am

Islam Channel Kids: Eid Special

Celebrating Eid ul-Fitr with IC Kids, featuring a special Eid party, nasheeds, and much more!

9:00 am - 9:30 am

Takbirat

The supplications for Eid.

✓ 10-second sponsor card before and after each segment

✓ 5.5 hours of total coverage

✓ Available on TV, website live stream, and apps

SALAAM BRITAIN EID SPECIAL

salaam
britain

A Salaam Britain special featuring Eid prayers from around the UK, live calls, cookery segments, and special guests.

- ✔ Day of Eid al-Fitr, 10:00 am - 12:00 pm
- ✔ 10-second sponsor card before and after each segment
- ✔ 2-hour live program sponsorship
- ✔ Available on TV, website live stream, and apps

PRICE:

£800



EID NASHEED SHOW

Eid NASHEED SHOW

Enjoy your Eid day with Eid Nasheeds from top artists.
Nasheed Melodies: Join our world-class reciters as they perform Nasheeds in different melodic styles.

- ✔ Day of Eid al-Fitr, 1:00 pm - 4:00 pm
- ✔ 10-second sponsor card before and after each segment
- ✔ Available on TV, website live stream, and apps

PRICE:

£800

LIVE PROGRAMME SPONSORSHIP

THE BIG

EID

SHOW

The Big Eid Show

Flagship Eid show hosted by popular presenters, featuring special guests.

- ✓ Day of Eid al-Fitr, prime time (5-9pm)
- ✓ 4 hours of live content
- ✓ A family-friendly celebration, including cookery segments, nasheeds, phone-in competitions, and giveaways
- ✓ 10-second sponsor video aired before and after each segment, 16 times in total

£2,500

50% OFF

MOVIE SPONSORSHIP

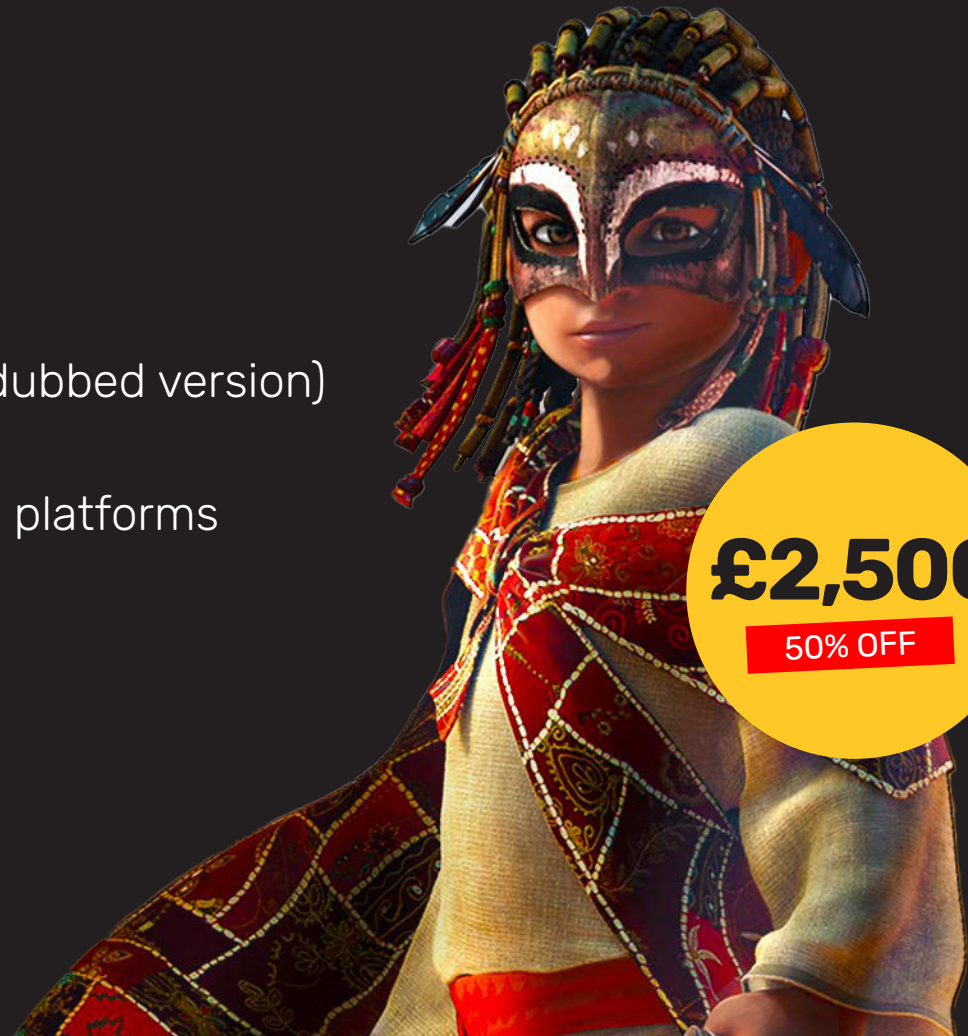
BILAL

A NEW BREED
OF HERO

- ✓ Bilal (109-minute running time)
- ✓ Also aired on Islam Channel Urdu (dubbed version)
- ✓ TV broadcast and across our digital platforms (iOS, Android, website live stream)

£2,500

50% OFF



SPONSOR THE WHOLE DAY

Includes sponsor card positioning throughout the day, across live programming, seasonal shows, and movies, offering maximum visibility during the holiday period.

£5,000



Contact Us

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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