
**HAJJ
MEDIA PACK
2025**



**YOUR GATEWAY
TO THE MUSLIM WORLD**



EXPERIENCE THE SPIRITUAL JOURNEY OF HAJJ WITH OUR EXCLUSIVE COVERAGE

Our channels—Islam Channel, Islam Channel Urdu, and Islam Channel Bangla—are viewed by millions worldwide. In non-Muslim countries like the UK, they hold a special place during Hajj, serving as a focal point for families to immerse themselves in the spiritual journey of Hajj, its rituals, and its profound significance.

According to BARB, Islam Channel was the most viewed channel during Ramadan 2025 among South Asian and international channels in the UK, further reinforcing its unique reach and impact during key Islamic occasions.

Islam Channel provides comprehensive coverage of Hajj, bringing the holy pilgrimage to life for those who cannot be there in person offering round-the-clock coverage, insightful programming, and live broadcasts from Makkah.

Our largest viewership peaks during Ramadan and the Hajj seasons and the days leading up to it. With last year's TV viewership figures at 7.3 million in the UK alone, we anticipate further growth in 2025.



JOIN US

Share the joy,
spirituality, and
communal spirit of
Hajj with your family
and community



WHY TV ADVERTISING WORKS

In the UK, almost 27 million households have a TV, accounting for 37% of the average person's overall media day and 67% of the average person's video diet. More importantly for advertisers, TV accounts for 91% of all video advertising that is seen (Royal Television Society) (Thinkbox).

Popularity of TV Advertising: TV advertising continues to be a stronghold for online companies, which were the highest spenders in this category. In the first half of 2023, online businesses invested £559.9 million in TV ads, reflecting a 37% increase compared to the same period in 2019 (Royal Television Society) (Thinkbox).

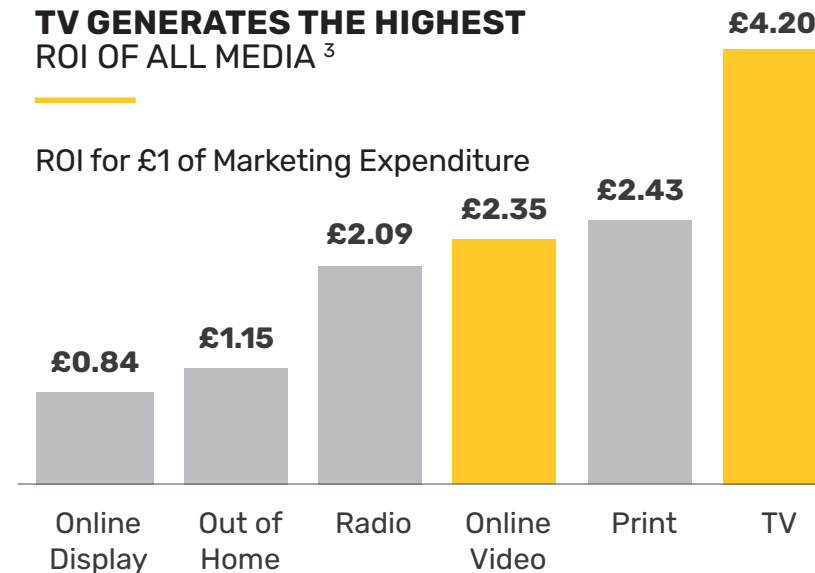
ROI and Advertising Spend: TV advertising remains the most effective medium, delivering an average return on investment (ROI) of £4.20 for every £1 spent, significantly higher than other media (Marketing Beat) (Royal Television Society).

Trends in TV Viewership: In 2023, UK viewers spent an average of 2 hours and 40 minutes daily watching broadcaster TV, with an additional 39 minutes on subscription VOD services. Nearly three-quarters of the population now have access to an SVOD service (Thinkbox).

Market Insights: The dynamic landscape of TV viewing has stabilised, showing slight growth in

TV GENERATES THE HIGHEST ROI OF ALL MEDIA ³

ROI for £1 of Marketing Expenditure



total viewing levels. Despite the rise of platforms like TikTok and YouTube, traditional TV viewing remains robust (Royal Television Society) (Thinkbox).

Islam Channel's Impact: Partnering with a trusted brand like Islam Channel offers a unique opportunity to connect with a defined audience. Throughout the years, the NHS, UK government, and other organisations have leveraged Islam Channel for campaigns aimed at British Muslims.

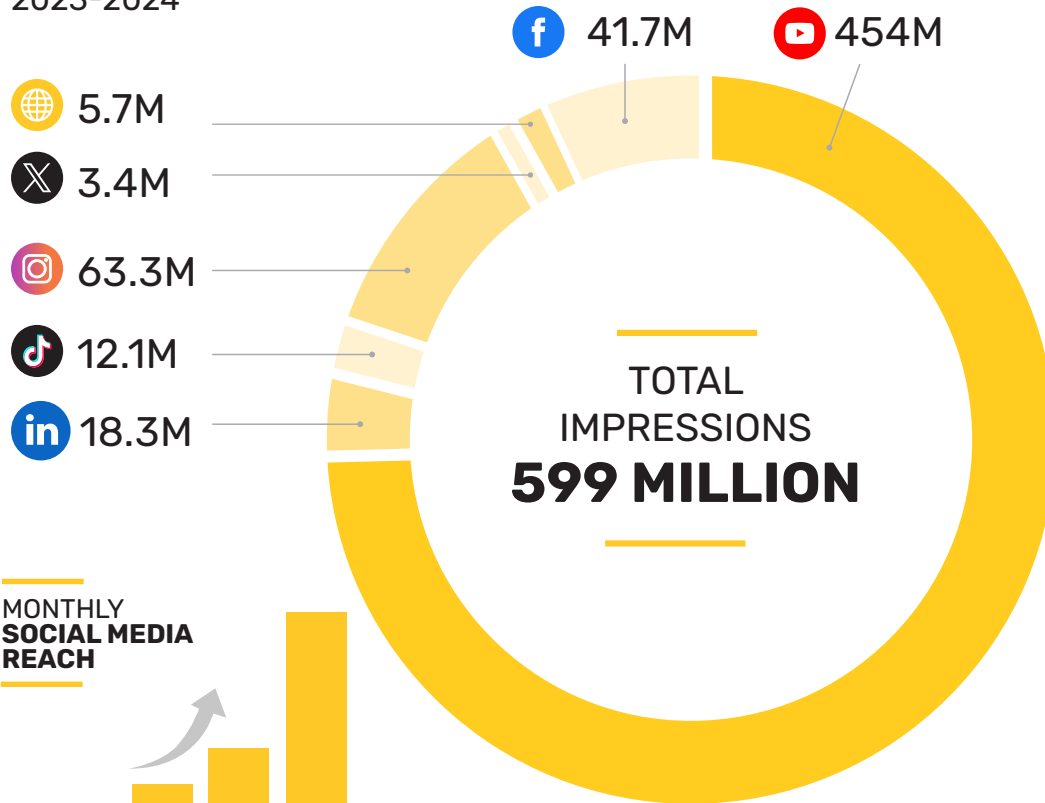
"Success depends on a fully integrated campaign... There is a time and a place for targeting through the obvious channels, digital and CRM, but there is also a time to talk to the nation and our TV campaigns do that brilliantly and successfully."

IAN HAMPTON
SENIOR CAMPAIGNS MANAGER
NHS ENGLAND

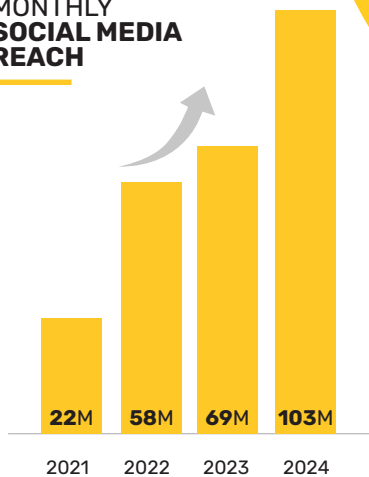
1. Thinkbox TV Viewing Report 2023 (Thinkbox)
2. Guerillascope, "Why TV Advertising", 2023
3. Marketing Beat, "Thinkbox TV Advertising", April 24, 2024 (Marketing Beat)
4. Royal Television Society, "Where next for TV ad revenue?", June 2024 (Royal Television Society)

YEARLY AUDIENCE ACROSS ALL PLATFORMS

2023-2024



MONTHLY SOCIAL MEDIA REACH



TELEVISION, WEBSITE & APP PERFORMANCE

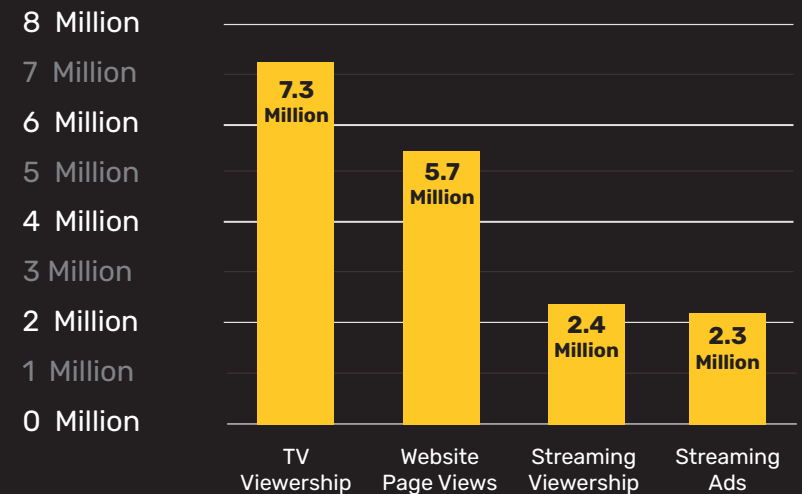
TELEVISION PERFORMANCE



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.

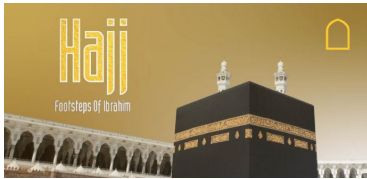
Our viewers are extremely loyal and often feel a personal attachment to their favourite programmes. Many of our sponsorship opportunities are not only for TV but also include an online element incorporating YouTube or social media.

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





FOOTSTEPS OF IBRAHIM

A powerful daily documentary series capturing the real-time journey of Hajj in Saudi Arabia. Across 22 episodes, follow in the footsteps of Prophet Ibrahim (AS), tracing the sacred sites, rituals, and timeless legacy he left behind.



Airs:

Daily at 8 PM – 8:30 PM



LIVE HAJJ 2025

Experience the sacred rites of Hajj with Islam Channel's exclusive live coverage. Featuring powerful interviews, pilgrim experiences, and opportunities for viewers to call in and share their duas.



Airs:

Daily at 11 AM & 6:30 PM



HAJJ LEGENDS AND LEGACIES

A compelling series spotlighting notable Muslims who have undertaken the pilgrimage, interwoven with timeless prophetic legacies connected to Hajj. A celebration of faith, history, and spiritual triumph.



Airs:

3 times a week at 6:00 PM



HAJJ STORIES

Islam Channel explores the deeply personal journeys of pilgrims performing Hajj. Discover the stories behind this spiritual milestone and hear heartfelt reflections on the journey of a lifetime.



Airs:

Monday at 5 PM



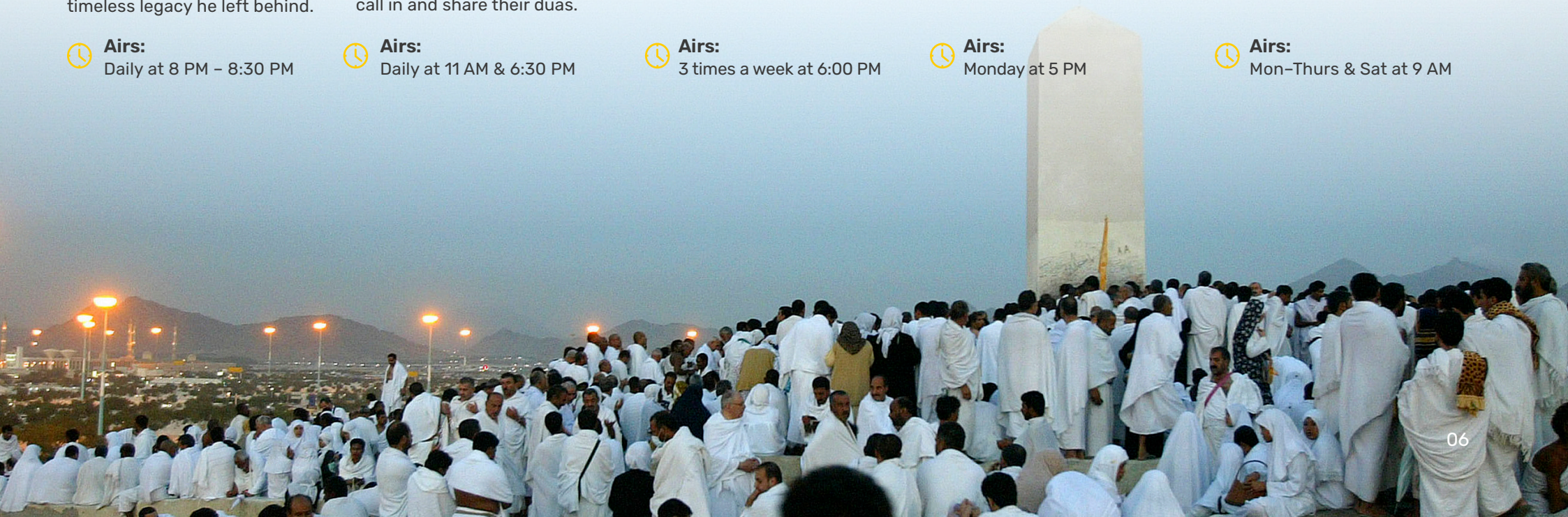
SALAAM BRITAIN: HAJJ SPECIAL

Our vibrant morning show brings lively discussions, global guests, and special segments on current affairs, cooking, health, education, and spiritual reflections—highlighting the Hajj season.



Airs:


Mon–Thurs & Sat at 9 AM





HAJJ LIVE: EXTENSIVE COVERAGE


Join Islam Channel for uninterrupted live coverage of Hajj from key holy sites including Arafah, Mina, Muzdalifah, and Jamraat. Hear from pilgrims and guests worldwide during this sacred journey.

 **Airs:** Days of Hajj
– 24-Hour Coverage



THE CALL TO Hajj


Once the call to the fifth pillar of Islam is heard, the journey to forgiveness begins. This series offers a step-by-step guide through the spiritual and physical rites of Hajj.

 **Airs:** Mon, Wed & Sun at
4:30 PM



HAJJ JOURNEY OF A LIFETIME

Sheikh Khalid Khan offers a step-by-step guide to Hajj, highlighting the meaning behind its rules and rituals. Episodes: 8 (30 minutes each)

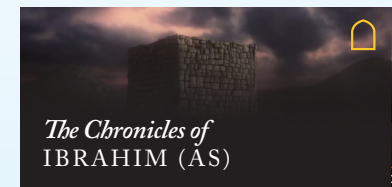
 **Airs:** 3 times a week at
6:30 PM, starting Monday,
14th April 2025



THE VIRTUES OF DHUL HIJJAH


Short, impactful clips exploring the significance of the blessed final 10 days of Dhul Hijjah—highlighting spiritual disciplines, benefits, and Quranic insights.

 **Airs:** Daily



THE CHRONICLES OF IBRAHIM (AS)

An animated series exploring the life of Prophet Ibrahim (AS), the 'Friend of Allah.' Revered by all Abrahamic faiths, his legacy is central to the story of Hajj. A captivating journey across 30 episodes.

 **Airs:**
Daily at 3 PM

SPONSOR OUR **LIVE** HAJJ COVERAGE

Gain maximum visibility for your brand during our live Hajj coverage. This premium sponsorship offers unparalleled exposure as families gather to witness the sacred journey.

SPONSORSHIP PACKAGE INCLUDES:

10-Second Spots:

Display your brand before key moments of our live Hajj coverage.

Prime Visibility:

Reach a dedicated audience deeply engaged with the spiritual journey of Hajj.

**TAKE
ADVANTAGE OF
THIS UNIQUE
OPPORTUNITY**
Connect with our
viewers during this
significant time.

TV SPOT RATE CARD

- Spots spread evenly across Hajj 2025 programming for maximum reach
- **£50** per spot (up to **50% Early Bird Discount** available)
- Up to 30 seconds per spot duration

Book by
16th May 2025
**Early Bird
Discount**

	Advert Spots per month	1 Month	1 Month Early Bird Discount	3 Months Early Bird Discount	6 Months Early Bird Discount	12 Months Early Bird Discount
BRONZE	120 Spots	£6,000	£4,800	Book 3 months Save 15%	Book 6 months Save 25%	Book 12 months Save 50%
SILVER	180 Spots	£8,500	£6,800	Book 3 months Save 15%	Book 6 months Save 25%	Book 12 months Save 50%
GOLD	240 Spots	£11,000	£8,800	Book 3 months Save 15%	Book 6 months Save 25%	Book 12 months Save 50%

MULTI-CHANNEL DISCOUNT

Book 2 channels (Islam Channel + Islam Channel Urdu or Islam Channel Bangla) **Save** an additional **10%**

Book 3 channels (Islam Channel + Islam Channel Urdu + Islam Channel Bangla) **Save** an additional **15%**



DIGITAL PIONEERS REACH OUR AUDIENCE ACROSS ALL DIGITAL PLATFORMS

EXCLUSIVE OPPORTUNITY:

- Maximum 5 Advertisers
- Close brand alignment with shared values
- Synergy across platforms maximising reach & frequency

WHAT'S INCLUDED:

Pre-roll ads on VOD and live player across apps and website
Since relaunch (end March 2021):

- 1 million unique users
- 4.7 million live plays & Ad requests

Banners on website - home page, prayer page, all blog pages

- 5.7 million views on www.islamchannel.tv

Creating tailored content to share editorial messages

- Blog articles tell your story in long-form
- Digital explainers on social media platforms
- TV and online interviews, giving a face to your band





OUR CLIENTS



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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