
**RAMADAN
MEDIA PACK
2026**



**YOUR GATEWAY
TO THE MUSLIM WORLD**

RAMADAN 2026 ON ISLAM CHANNEL

Islam Channel, along with Islam Channel Urdu and Islam Channel Bangla, is watched by millions around the world. In non-Muslim countries such as the UK, our platforms take on special significance during Ramadan – becoming a central part of the holy month for Muslim families. From prayer and fasting to reflection and celebration, viewers turn to Islam Channel to observe and share the rituals and spiritual routines that define Ramadan.

Ramadan is our peak broadcast season, with the highest viewership occurring during the holy month and the weeks leading up to it. According to official BARB ratings, Islam Channel reaches over 1.3 million monthly live TV viewers

in the UK alone. In 2026, Ramadan is expected to begin on the evening of Tuesday, 17th February, and Muslim families across the UK will tune in to Islam Channel to confirm the sighting and prepare for the month ahead.

Throughout Ramadan, Islam Channel, Islam Channel Urdu, and Islam Channel Bangla will be the go-to destinations for spiritually uplifting programming – ranging from religious content and lifestyle shows to children's programmes, current affairs, and our signature nightly live charity appeals. These appeals have become a powerful platform for raising funds for charitable causes, with our generous audiences donating millions year after year.



RECORD-BREAKING RAMADAN GIVING:

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

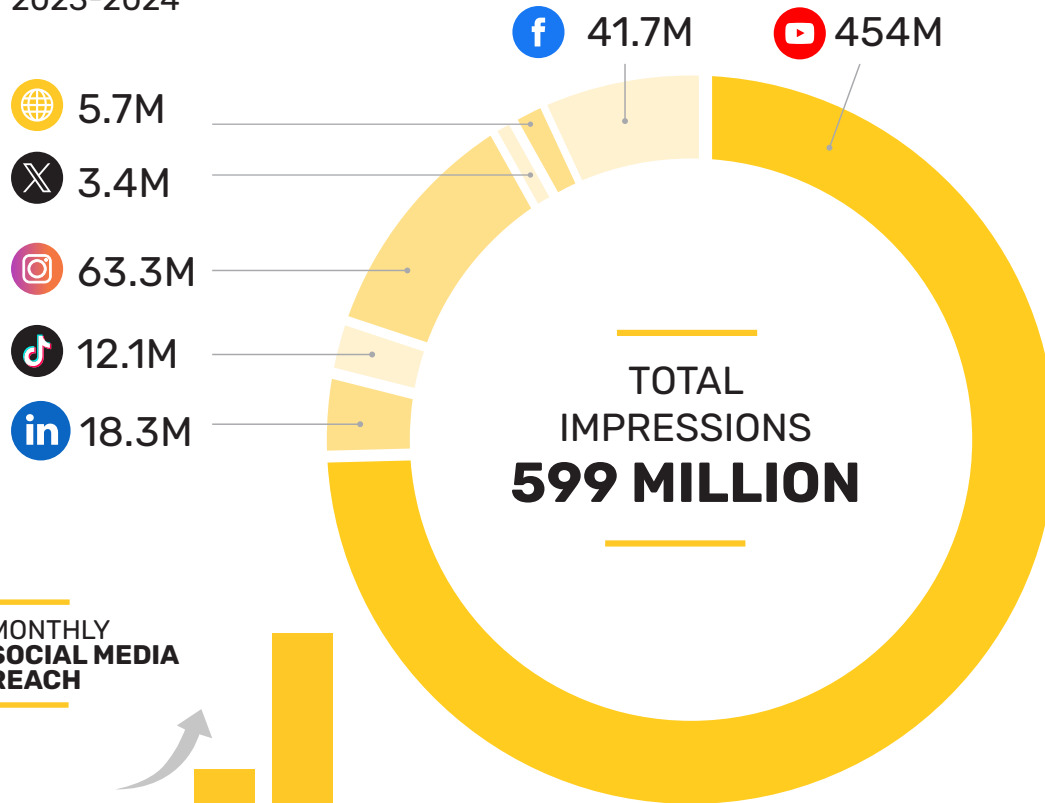
Islam Channel Urdu viewers donated over **£1 million** in one single night.

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

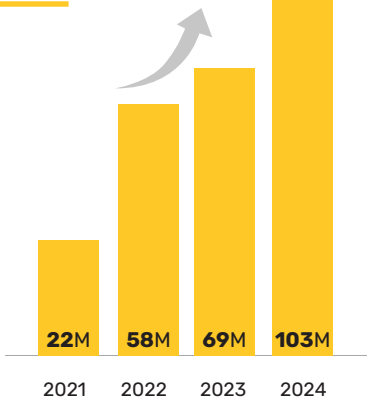
As we approach Ramadan 2026, the Islam Channel network continues to be a trusted and inspiring presence in Muslim homes – offering unmatched reach, credibility, and impact.

YEARLY AUDIENCE ACROSS ALL PLATFORMS

2023-2024



MONTHLY SOCIAL MEDIA REACH



TELEVISION, WEBSITE & APP PERFORMANCE

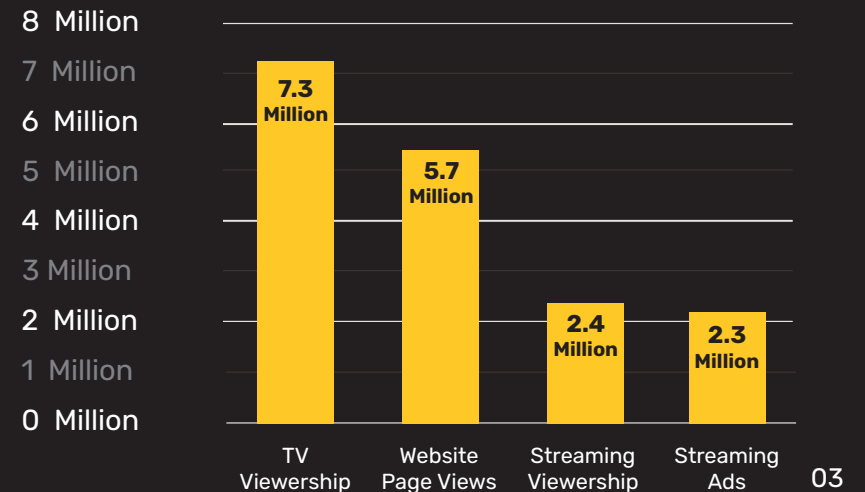
TELEVISION PERFORMANCE



WEBSITE PERFORMANCE



APP PERFORMANCE



RECENT SOCIAL MEDIA GROWTH

OVER THE FIRST SIX MONTHS
(January 2025 - June 2025)

Our social media platforms, particularly Instagram and TikTok, have experienced significant growth.



FOLLOWER GROWTH

INSTAGRAM:

 **+110,000**
NEW FOLLOWERS

TIKTOK:

 **+120,000**
NEW FOLLOWERS

RECENT PERFORMANCE

INSTAGRAM VIEWS:

 OVER
32 MILLION

TIKTOK VIEWS:

 OVER
19 MILLION

We've also seen positive trends across other engagement metrics, including:

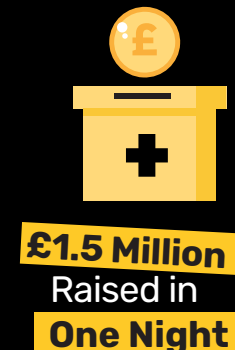
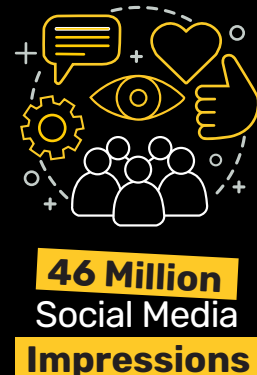
- **Increased impressions**
- **Higher levels of interaction**
(likes, comments, shares)

This growth reflects both a steady increase in audience size and strong ongoing engagement with our content across platforms. These metrics provide useful context for understanding the current visibility and reach of any branded or sponsored content.

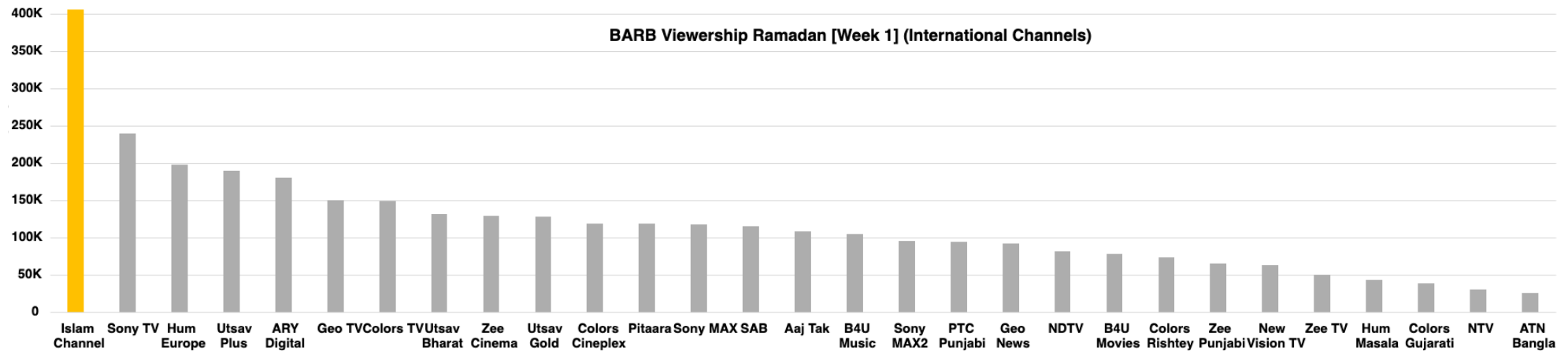
MOST WATCHED CHANNEL DURING RAMADAN 2025 AMONGST BRITISH ASIANS

According to BARB (Broadcasters' Audience Research Board), which tracks television viewership in the UK, Islam Channel has secured the top spot as the most-watched channel amongst British Asians this Ramadan, reaching an impressive 1.3M viewers. BARB figures only relate to UK linear TV views. It does not consider the millions that view Islam Channel worldwide, including on our growing digital platforms. Furthermore, Islam Channel's diverse audience extends well beyond British Asians, attracting viewers across all ethnicities and backgrounds.

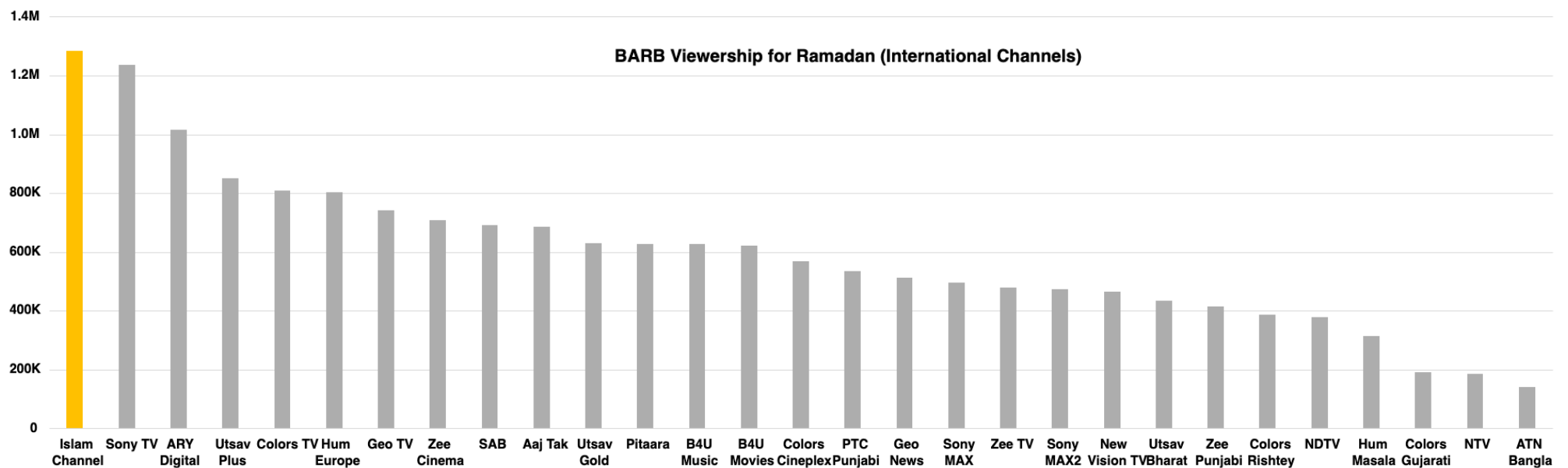
But that's not all—this year's Ramadan has been a season of unprecedented generosity with Islam Channel viewers and Islamic Relief donors yet again demonstrating astonishing generosity by raising £1.5 million in a single night during a live charity appeal on the 27th night of Ramadan. This was a milestone for the channel's long-term charity partner, Islamic Relief, who reported that their groundbreaking 'Children of Gaza' appeal had set a new record for the charity, of being the largest amount ever raised in one single night for the charity, since its founding in 1984.



Viewership figures (Barb) - Week 1 of Ramadan 2025



Viewership figures (Barb) - Full Month (Ramadan 2025)





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

DEEN-BOOSTING SHOWS

Spiritual and inspirational content

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

BITESIZE RAMADAN

Fascinating 5 minute snippets for TV and social media

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



IFTAR & SUHUR SPONSORSHIP

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.



TWO 10 SECOND SPOTS

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. 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

OUR VALUES

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

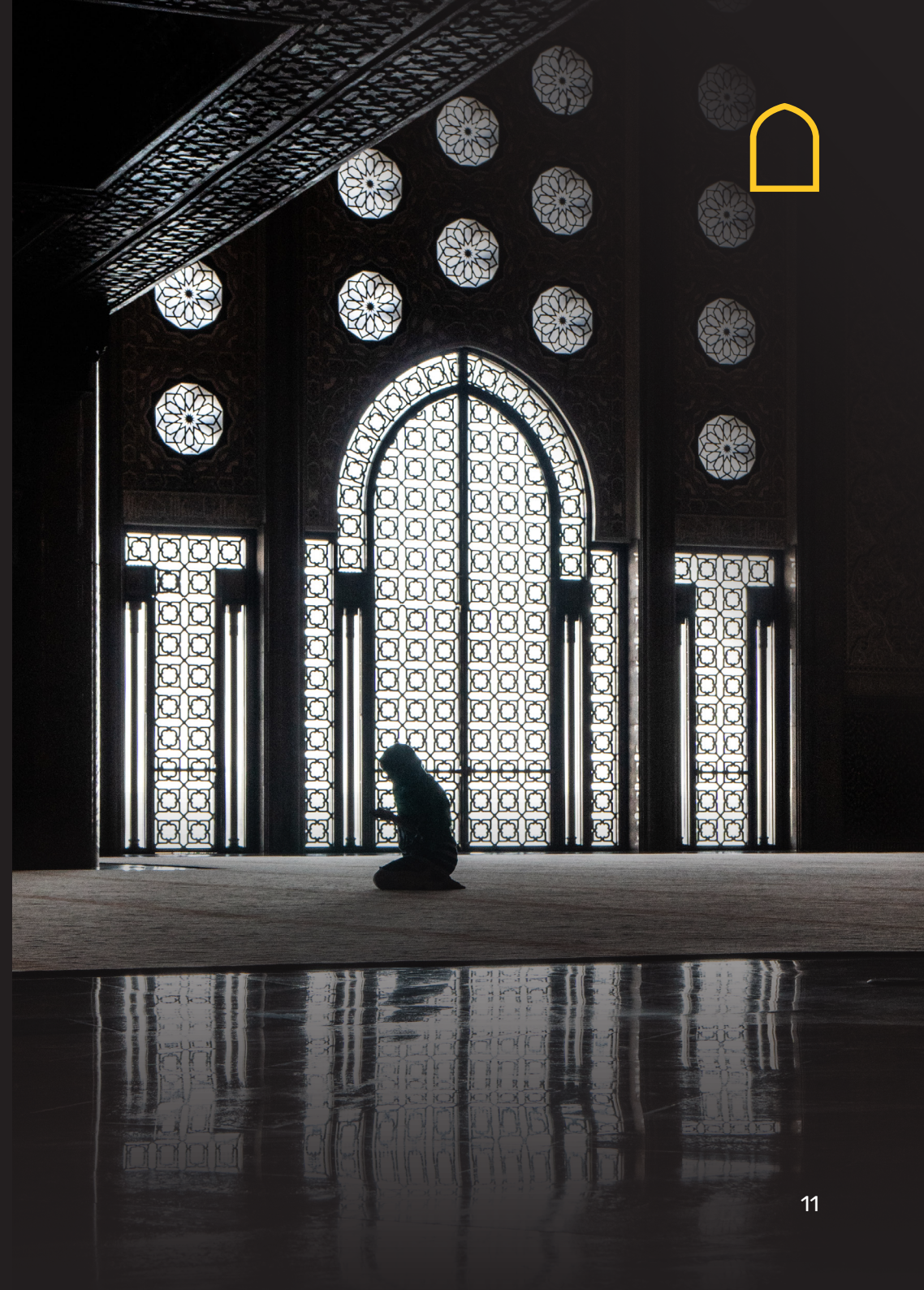
Striving for excellence or *Ihsan* throughout our work

CREATIVITY

Seeking inspiration to generate new ideas and ways to express them

COMMUNITY

Taking responsibility for serving and caring for our community



OUR VISION

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





TESTIMONIALS FROM CLIENTS



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



"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



"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



"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



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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