RAMADAN
MEDIA PACK
2027

islam
CHANNEL



YOUR **GATEWAY** TO THE **MUSLIM WORLD**

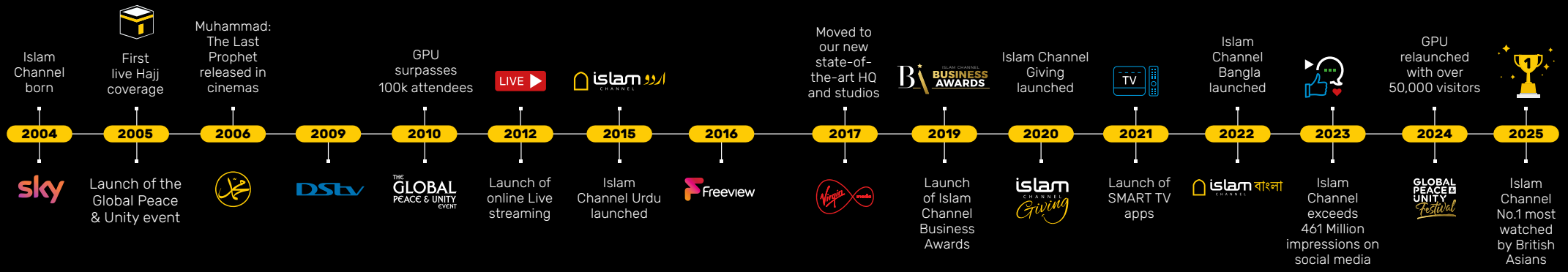
ISLAM CHANNEL

THE GATEWAY TO THE MUSLIM COMMUNITY IN THE UK AND BEYOND SINCE 2004

Islam is the second largest religion in the UK. There are 4 million British Muslims, representing 6.3% of the UK population. The Muslim population is larger than all other non-Christian faith groups put together.

According to the Office for National Statistics, over 1 million of London's 8 million population is Muslim.

Islam Channel's unique position as a Muslim media platform that caters to the entire Muslim community, regardless of ethnic, cultural, or language background, makes it an ideal channel for advertising or sponsorship to connect with this large and influential demographic.
By collaborating with Islam Channel, businesses can tap into the Muslim consumer market and benefit from the platform's wide viewership and influence within the community. It provides a valuable opportunity to connect with a significant segment of the population and build brand recognition, trust, and loyalty among Muslim consumers.
Engaging with this community through Islam Channel can open doors to new business opportunities, customer relationships, and market growth.



RAMADAN 2027
ON ISLAM CHANNEL

Islam Channel, along with Islam Channel Urdu, 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 2.2 million monthly live TV viewers in the UK alone. In 2027, Ramadan is expected to begin on the evening of Sunday, 7th 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, 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.

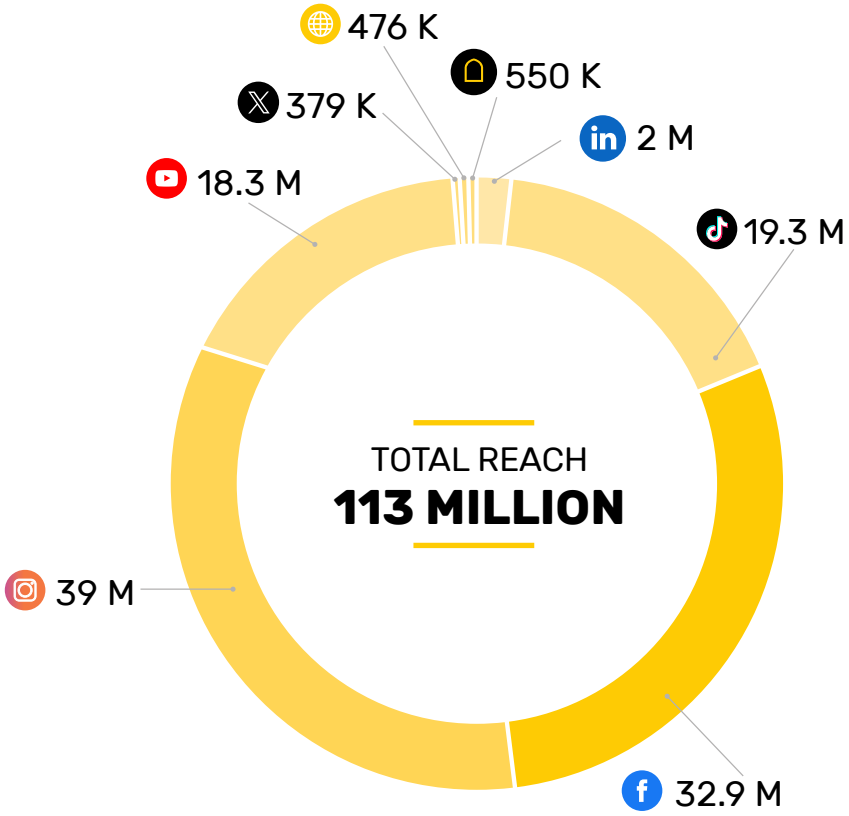
As we approach Ramadan 2027, the Islam Channel network continues to be a trusted and inspiring presence in Muslim homes - offering unmatched reach, credibility, and impact.

TV Advertising spot rates for a 30 second advert in Ramadan start from:

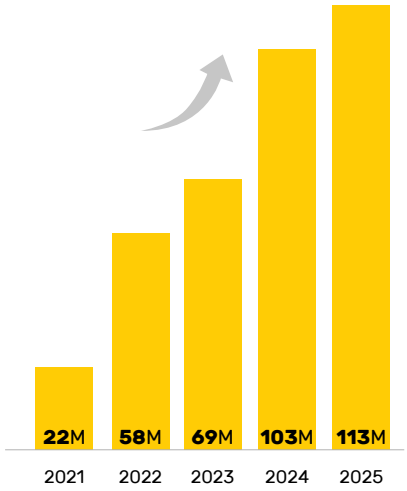
Islam Channel	£50
Islam Channel Urdu	£25

Long-term, volume and multichannel savings are available.

DYNAMIC **ONLINE GROWTH** REACHES NEW AUDIENCES



ISLAM CHANNEL'S **MONTHLY ONLINE REACH** ACROSS ALL DIGITAL PLATFORMS



Total followers:
more than 3m followers across social media

Youtube	**982K+**
Facebook	**994K+**
Instagram	**487K+**
TikTok	**405K+**
X	**99K+**
LinkedIn	**70K+**

ADVERTISING ACROSS OUR DIGITAL PLATFORMS

Islam Channel has enjoyed extremely strong growth across its digital and social media platforms over the past 5 years. If your goal is to target a dedicated and engaged audience of British Muslims, then there is no better platform on which to do so.

We not only **reach millions** online - they also **engage** with us, demonstrated by the large numbers of likes and comments on our posts.

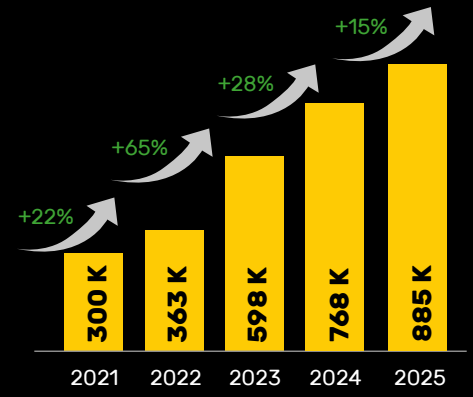
You can choose to target our digital audience across our platforms, by applying to be part of our **Digital Pioneers** programme, open to only 5 brand partners. This combines pre-roll advertising on our VOD services and display advertising on our website, backed up by unique editorial opportunities, providing the perfect blend of branding and story-telling. Alternatively, you can ask for a bespoke rate for one of our paid PR campaigns.

Whilst our social media audience, unsurprisingly, also includes an international following, our data shows that 70% of our website users and 90% of our app users are based in the UK.

ANNUAL GROWTH ACROSS DIGITAL PLATFORMS

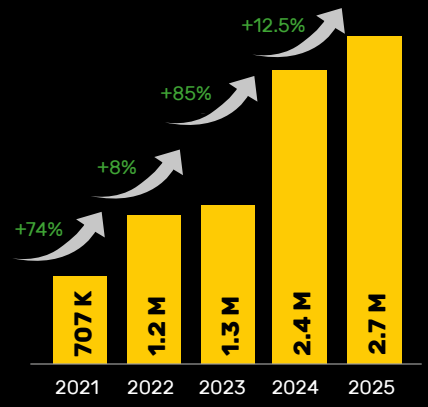
YOUTUBE

Total Subscribers



WEBSITE

Annual Page Views



APPS

Web & Phone

2M UNIQUE USERS	**550,529** MONTHLY PLAYS	**161,178** hrs MONTHLY PLAY TIME

MOST WATCHED CHANNEL DURING RAMADAN AMONGST BRITISH ASIANS

According to BARB (Broadcasters' Audience Research Board), which tracks television viewership in the UK, Islam Channel secured the top spot as the most-watched channel amongst British Asians more times during Ramadan than any other channel in its category.

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.

A highlight of Ramadan for many British Muslim families are Islam Channel's live charity appeals with their trusted charities and familiar presenters who have become household names.

Ramadan appeals bring together the whole family around the TV, and are now also streamed live on YouTube. The highest ever amount raised in a single night's appeal on the channel was £2.1 million, demonstrating the astonishing generosity of our viewers.



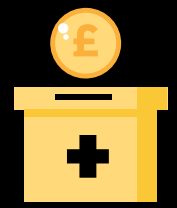
Islam Channel
No.1
Most Watched



113 Million
Social Media
Impressions



2 Million
Unique
App Users



£2.1 Million
Raised in
One Night



PROGRAMME **SPONSORSHIP** ON ISLAM CHANNEL

Sponsoring a programme on Islam Channel or Islam Channel Urdu 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 Abuzaghleh, 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

Islam Channel	£15,000
Islam Channel Urdu	£10,000

Sponsor both channels and **save £2,500**



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. It offers an exclusive opportunity for a brand 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 up to **two months of sponsorship**, throughout the month of Ramadan itself, and also during Shaban.

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.

	Shared with other brands	Exclusive
Ramadan Only	£15,000	£20,000
Ramadan & Shaban	£20,000	£25,000

WHAT'S INCLUDED:

TV

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

islamchannel.tv

Your brand logo featured on Islam Channel's Ramadan countdown on our website

SOCIAL MEDIA

UP TO 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

muzz

"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

Wahed

"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 HALAL GUYS GYRO AND CHICKEN

"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**


ASDA
TURKISH AIRLINES
TESCO
Emirates
Uber
Kellogg's
Confused.com
Sainsbury's
Chartered Institute of Management Accountants
CIMA
Department of Health
Department for Work & Pensions
Direct Line
British Heart Foundation
PayPal
CINNABON
aab
HSBC
NHS
METROPOLITAN POLICE
NSPCC
THE HALAL GUYS
Wahed
JustGiving
Creams
ARABIAN OUD
OASIS
AL RAYAN BANK
crep protect
gatehousebank
ISLAMIC RELIEF
swissôtel Hotels & Resorts
BR baskin robbins
POPEYES
National Zakat Foundation
xoom A PayPal Service
Döner Kebab GERMAN DONER KEBAB
Muslim Hands
modanisa
WorldRemit
HAJI BABA HALAL MEATS
CHARITY COMMISSION FOR ENGLAND AND WALES
BRITISH COUNCIL
eventbrite
CITY OF LONDON POLICE
muzz
Barnardos
algbra
Pepe's Piri Piri
Fairmont HOTELS & RESORTS
ROYAL NAVY
MARCO PIERRE WHITE EST° 1961
SUNNAMUSK LONDON
CP CHILDSPLAY CLOTHING
Orphans in Need
KASPA'S DESSERTS

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.

Media House
428-432 Ley Street
Greater London
IG2 7BS

t +44 (0) 20 7374 4511
e sales@islamchannel.tv

www.islamchannel.tv

