



LIVING DRAMA PACKAGE 2012

AVAILABLE TO SPONSOR IMMEDIATELY



Crack open a bottle of wine, unwrap the chocolate and indulge in SKY LIVING

SKY LIVING is the channel for women to share their 'me time' with and appeals to women who want to have fun and enjoy life's pleasures, want to be fit and active and also who look after their appearance and image

PERFORMANCE

Multi	Inds	Ads	A1534	W1534	WABC1	HWCH	HSKPRS
Avr TVR (1st Runs)	0.38	0.4	0.54	0.75	0.58	0.6	0.52
Avr TVR (Repeats)	0.20	0.22	0.24	0.31	0.35	0.22	0.25
Total Actuals	989.2	1,070.6	1,341.2	1,898.0	1,630.6	1,413.3	1,366.2
Total 30" Equivalents	435.2	471.1	590.1	835.1	717.5	621.9	601.1
Coverage (000s)	1,408.2	1,218.9	482.1	293.4	346.8	226.4	603.0
Coverage (%)	38.5	40.2	42.1	50.5	50.0	45.3	43.6

SCHEDULING

Four Weddings/Nikita/House yet TBC

Living Drama 2012	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Cougar Town (S2 repeats & S3)	█											
Greys Anatomy (S8 Part 2)	█											
Hot In Cleveland (S2 Part 2)			█									
Bones (S7 & back catalogues)	█											
Drop Dead Diva (S1 & 2 repeats)	█											
Ringer (S1 Part 2)				█								
Unforgettable (S1)	█											
Secret Circle (S1 Part 2 & S2 Part 1)	█								█			
Four Weddings	█											
House		█										

SPONSOR CREDITS

- 15" Opening and Closing Credits
- 5" Bumpers
- 5" Logo Accreditation on all show on promos 20" or more

BROADCAST INVESTMENT LEVEL – Price on Request

ONLINE SPONSORSHIP

Headline sponsorship of each of the show pages will create further engagement and also create a direct response mechanic. Key sponsorship elements are as follows:

- Permanent headline sponsor placement on each of the show web pages
- Sponsor branding in show articles, features and galleries
- Roadblock of all display placements on each of the show microsites (MPU & Leader board)
- Graphic or video pre-rolls on show video clips (5-15 seconds)
- Option to run sponsor branded competition & dedicated promotional feature pg
- 200,000 Leaderboard & MPU ad impressions p/m delivered on the Living site
- Sky Living Newsletter inclusions



PERFORMANCE

Averages over 500,000 page impressions per month and 47,000 unique users

Sky sites in Ireland currently profiles @ 95% Adults 18yrs+.
(Source: Comscore Aug-Oct'11)

Sky Living in Ireland currently profiles @ 53% Females of which 58% 15-34
(Source: Comscore Aug-Oct'11)

ONLINE INVESTMENT LEVEL - €24,000