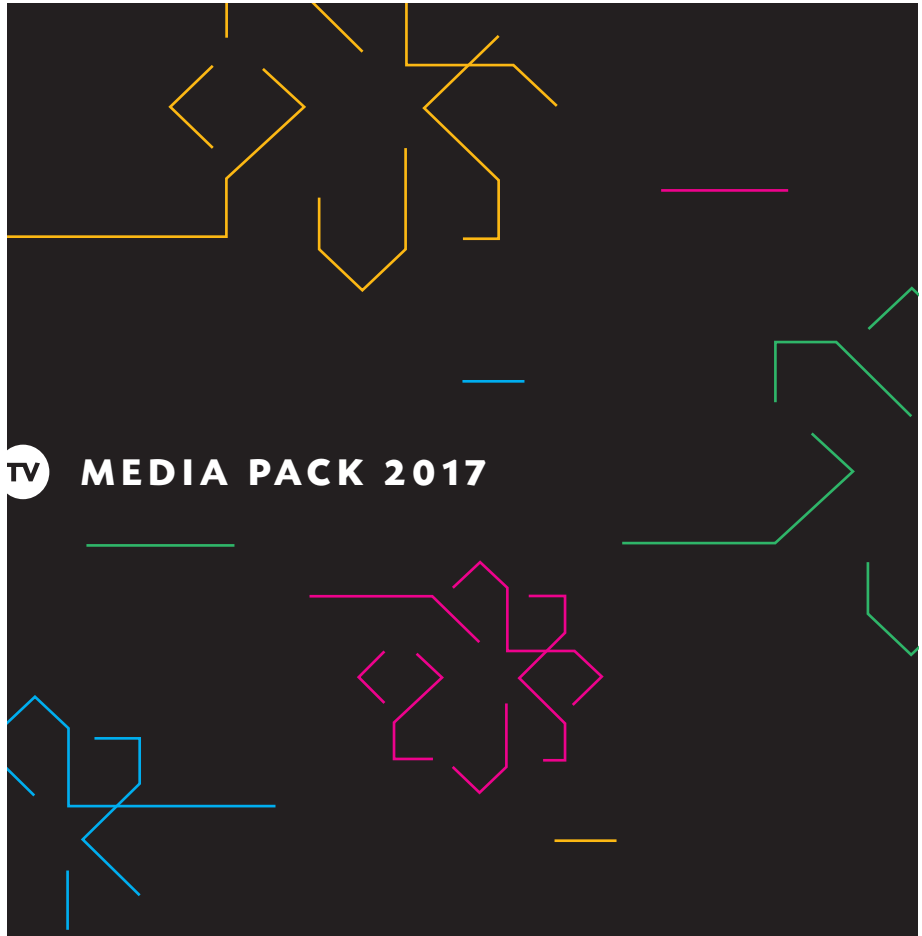


**BRITISH
MUSLIM**



MEDIA PACK 2017



Our ethos

Launched in June 2014, British Muslim TV is a dynamic channel, committed to creating engaging, relevant and fully-representative content to move and inspire British Muslims.

Broadcasting 24 hours a day, and available to watch free on Sky channel 845, Freeview 264 and stream online, British Muslim TV is an exclusive destination for high-quality programming that is focussed on the British Muslim community.

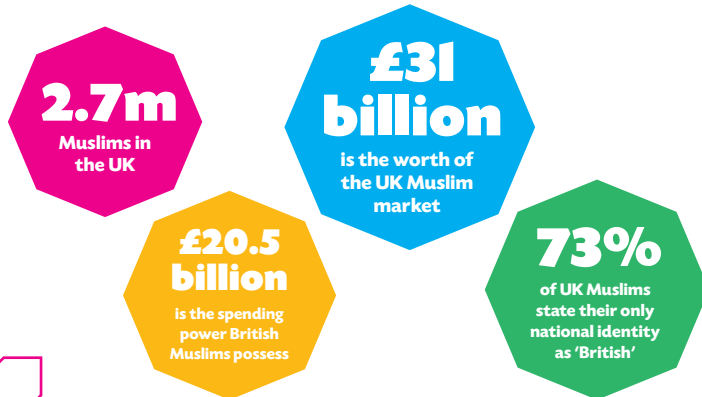
We believe that empathy is best created and sustained through sharing real, human stories and in the world's current climate, we take great pride – as British Muslims – in creating an inclusive, non-sectarian narrative that is both comfortably British and confidently Muslim.

Our market

Muslim market: at a glance

There are currently 1.6 billion Muslims in the world, two-thirds of whom are under 30. The global Muslim population is expected to reach 2.8 billion in 2050, becoming a quarter of the world's total population.

A State of the Global Islamic Economy Report forecasts the halal food and lifestyle industry to be worth \$2.6tn (£2.1trillion) by the end of this decade; Muslim travel to be worth \$233bn (£192bn); and Muslim fashion to be worth \$230bn (£189bn), with \$54bn (£44bn) spent on cosmetics alone in 2014. As the Muslim pound grows, brands across the globe are recognising the power of marketing to Muslims.



UK Muslim market

There are an estimated 2.7 million Muslims in the UK. Despite only 47% of these Muslims having been born in England and Wales, 73% of them state their only national identity as 'British' (MCB). British Muslim TV is the perfect vessel through which to reach these British Muslim consumers.

The UK Muslim market is worth £31 billion, with British Muslims possessing a spending power of £20.5bn (MCB). Muslims in Britain are young, affluent and growing, with independent Muslim markets like fashion, travel and food set to grow substantially over the next decade.

More than 90% of Muslim consumers say their faith has had some influence on their purchases (Ogilvy Noor). If ever there was a time to invest in this lucrative market, it is now.

Our audience

At British Muslim TV, we are committed to celebrating the richness and diversity of the Muslim community.

Through our varied programming, we attract a widespread audience and thus provide advertisers with distinct and untapped opportunities. From BMTV Kids, to Sisters' Hour and Being Bilal, our programmes provide something for everyone. As a result, British Muslim TV has become the channel of choice for the Muslim family; catering to every demographic in the richly diverse Muslim community.

Our reach

On a monthly basis, our channel sees upwards of 400,000 views (BARB, 2015). Since our website launch in 2014, we have received over 15,000,000 hits in the months of Ramadan alone from 454,459 unique visitors.

Our social media reach is varied and extensive, with over 245,000 followers on Facebook, more than 54,000 on Twitter and a range of brand ambassadors across the Muslim community who frequently engage and inspire their respective audiences with our content.



Rate card

Pricing

30sec premium spot (6pm-8pm)	£60
30sec standard spot (12-6pm)	£30
Web banner (7 days)	£100
Social media plug	£75 per post

BMTV Starter Special

30 x 30sec premium spots
10 x 30sec standard spot
1x Web banner (7 days – Mon-Sun)
2 x Social Media plugs

Package worth: £2,450

Offered at: £1,500

Technical specifications

Broadcast spots

Basic resolution at 720 x 576 or better.
Files should be submitted in .mov format H.264
720/1080p encoded commercials
with either uncompressed or AAC audio.
Audio should be levelled to around -9dB.
16:9 aspect ratio.

Social media plugs

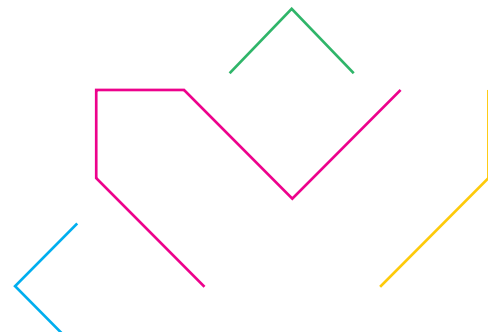
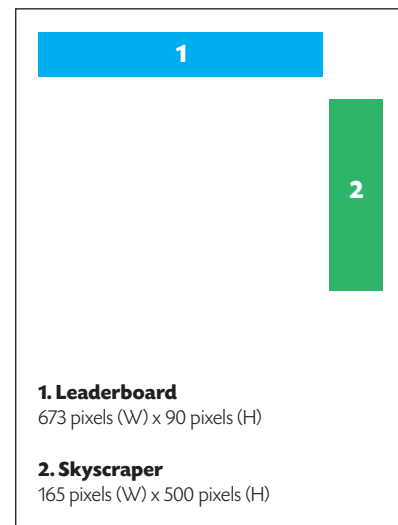
Social media plugs cannot exceed 50 words,
including call to action. Final editing of content will
be at British Muslim TV's discretion.

Website

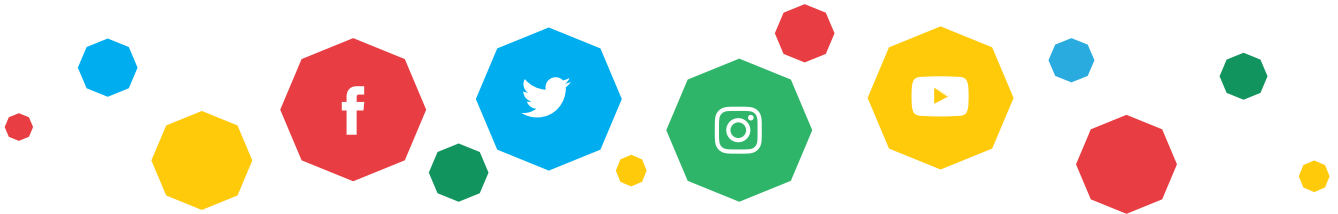
Leaderboard banner size: 673px (W) X 90px (H)
Skyscraper banner size: 165px (W) X 500px (H)

Static banners and MPUs must be provided as JPEG
files, with active hyperlinks.

Animated banners and MPUs must be provided as
GIF files, with active hyperlinks.



For bookings and queries, please email:
advertising@britishmuslim.tv



sky 845 • **britishmuslim.tv** • **Freeview 244**
via VisionTV

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