

The Christmas Channel

**ADVERTISING OPPORTUNITIES
ON THE CHRISTMAS CHANNEL**

**SHOWCASE YOUR BRAND ON THE ONLY
YEAR-ROUND CHRISTMAS CHANNEL**



Where Christmas Never Ends!

Year-Round Holiday Content

The Christmas Channel is a unique streaming platform dedicated entirely to Christmas, broadcasting holiday-themed movies, specials, and shows all year long.

Nostalgia Meets Modern Entertainment

We bring together beloved Christmas classics and fresh, original content to provide viewers with an endless celebration of the season.

Hundreds of Titles

From heartwarming movies to family-friendly specials, we have hundreds of Christmas-themed shows that resonate with audiences who love the holiday spirit.

“I’m a Christmas fanatic, and this channel is perfect! It keeps me feeling that holiday joy, even in the middle of summer.” – Emily R., 29

2024-2025



Tap Into a Highly Engaged, Festive Audience

Demographic Breakdown

Our viewership is predominantly female (72%) with a strong family focus, and 28% male. Females are typically aged 28–48, while male viewers are aged 35–55.

A Growing Audience

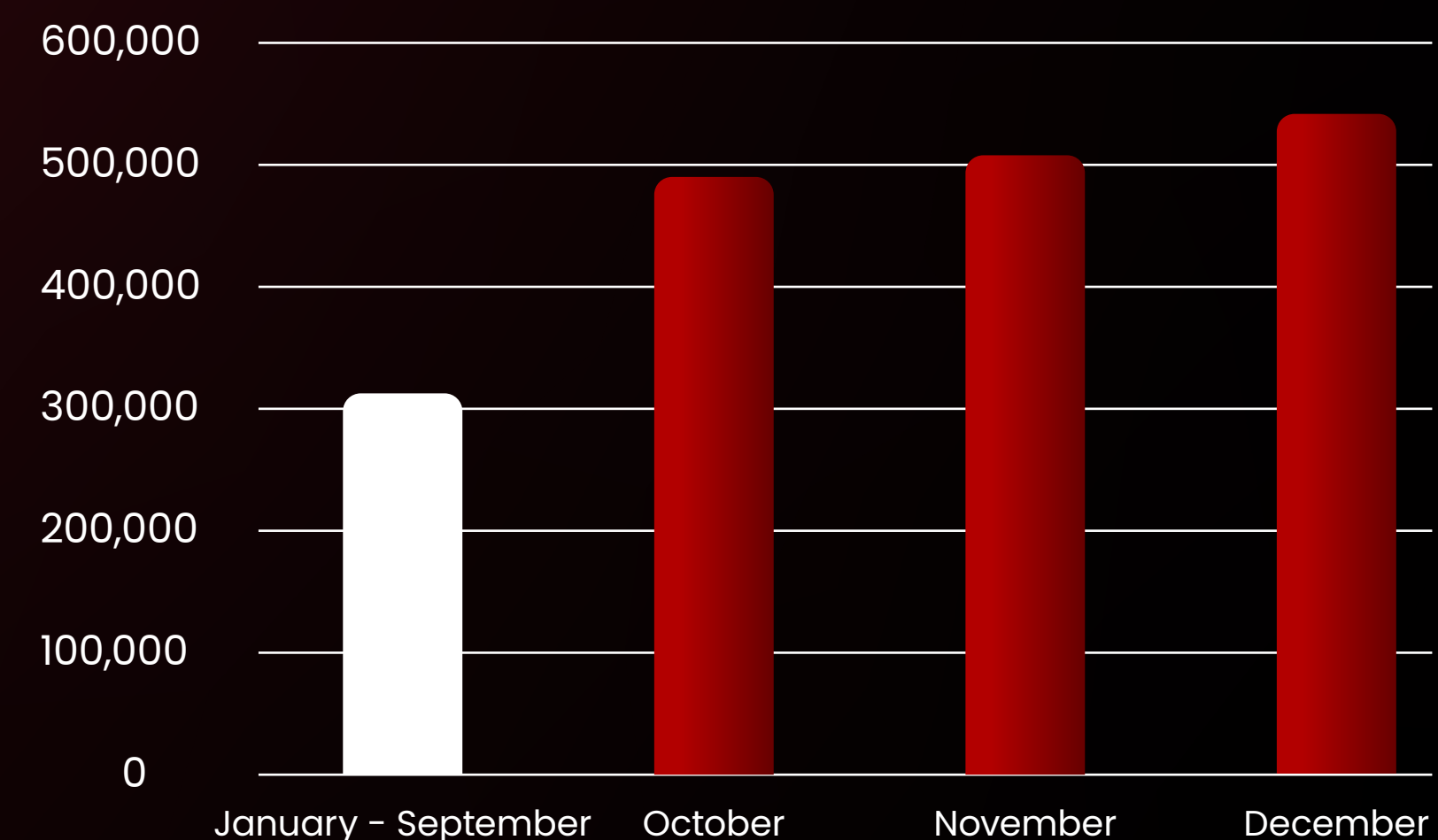
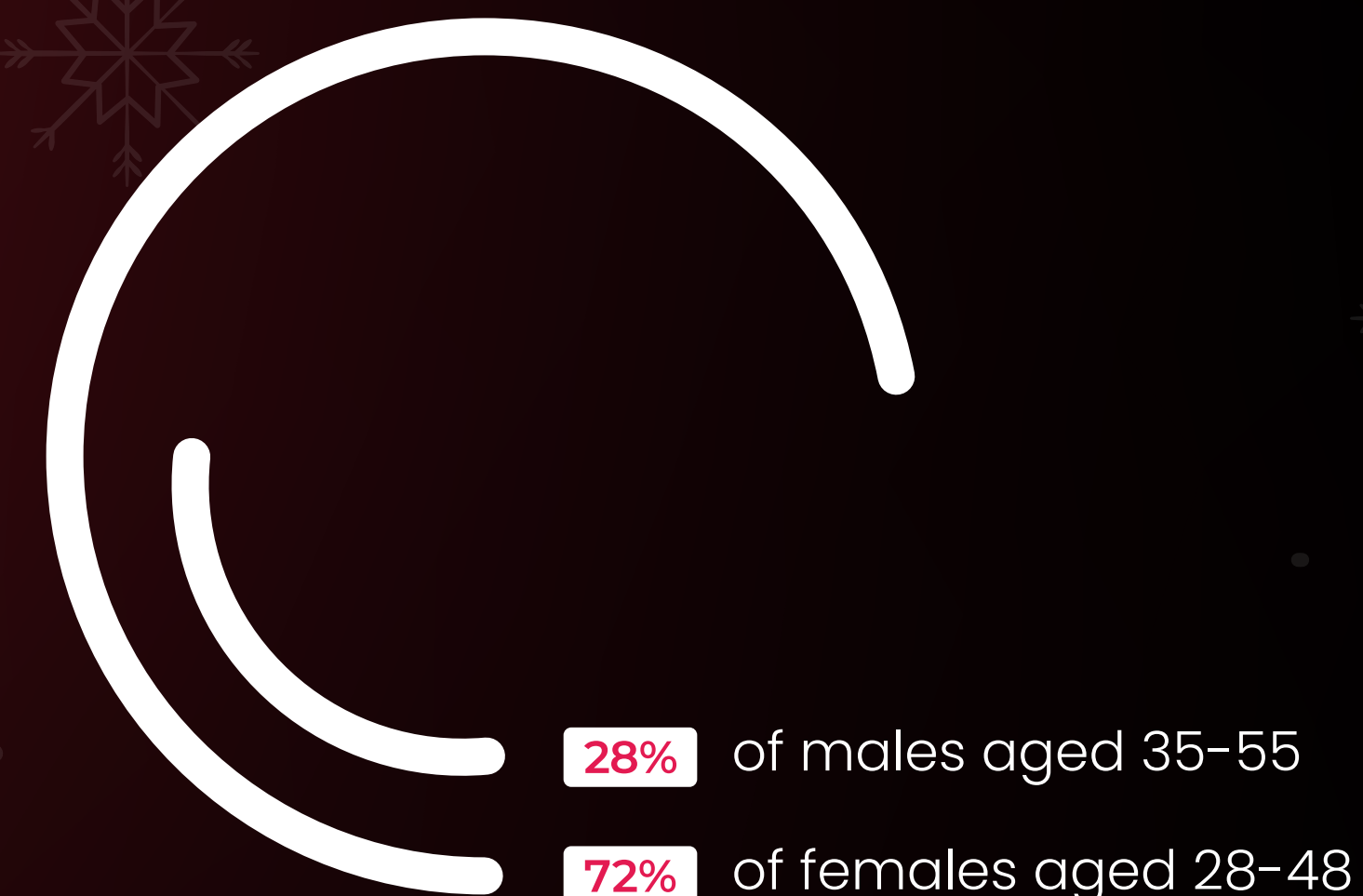
We currently have 500,000+ views per month during the holiday season (October–December), and 300,000+ views per month during the off-season, with a steadily increasing audience base year-round.

Peak Season Engagement

October through December sees a significant spike in viewership as audiences tune in to prepare for and celebrate the Christmas season.

“I can’t get enough of the uplifting holiday movies. They’re exactly what I need after a long day. Thank you, Christmas Channel!” – Laura H., 42

2024–2025



Audience growth over time

Why Our Audience is a Perfect Fit for Your Brand

Holiday Enthusiasts

The Christmas Channel's audience is composed of individuals and families who are passionate about the holiday season. These viewers are actively searching for Christmas-related content and are primed for engagement.

Decision Makers

A large portion of our audience, particularly women aged 28-48, are key decision-makers in their households, especially when it comes to holiday shopping, planning, and gift purchasing.

High Spending Period

Christmas is the biggest retail season of the year, with consumers eager to shop for gifts, decorations, and holiday experiences. Our platform offers advertisers the opportunity to reach buyers when they're most motivated to purchase.

Emotional Connection

Christmas content evokes positive emotions like joy, warmth, and nostalgia, creating a strong emotional connection between viewers and the brands they encounter while watching.

80%

"80% of our viewers start shopping for Christmas gifts by November"

"The Christmas Channel offers more than holiday cheer – it's a feel-good experience whenever I want it. I've started putting it on while cooking or cleaning, and the content always brings a smile to my face. It's refreshing to have a channel that spreads positivity all year."

– Rachel T., 44

Tailored Ad Solutions for Maximum Impact

Video Ads (Pre-Roll, Mid-Roll, Post-Roll)

Engage viewers before, during, or after their favorite holiday content with strategically placed video ads. These ads are skippable or non-skippable and offer brands prime visibility.

Banner Ads

Static or animated banner ads positioned on the user interface. These ads maintain constant visibility, making sure your brand stays top of mind as users navigate the channel.

Overlay Ads

Non-intrusive ads that appear on top of video content, allowing users to see your message without disrupting their viewing experience.

“I never realized how much I needed holiday cheer all year long. Thank you, Christmas Channel, for making it feel like Christmas every day!” — Amanda, 29



In-Category Ads

Promote your brand in specific content categories, such as family movies, Christmas comedies, or religious specials. This aligns your brand with the most relevant audience.

Content Sponsorship

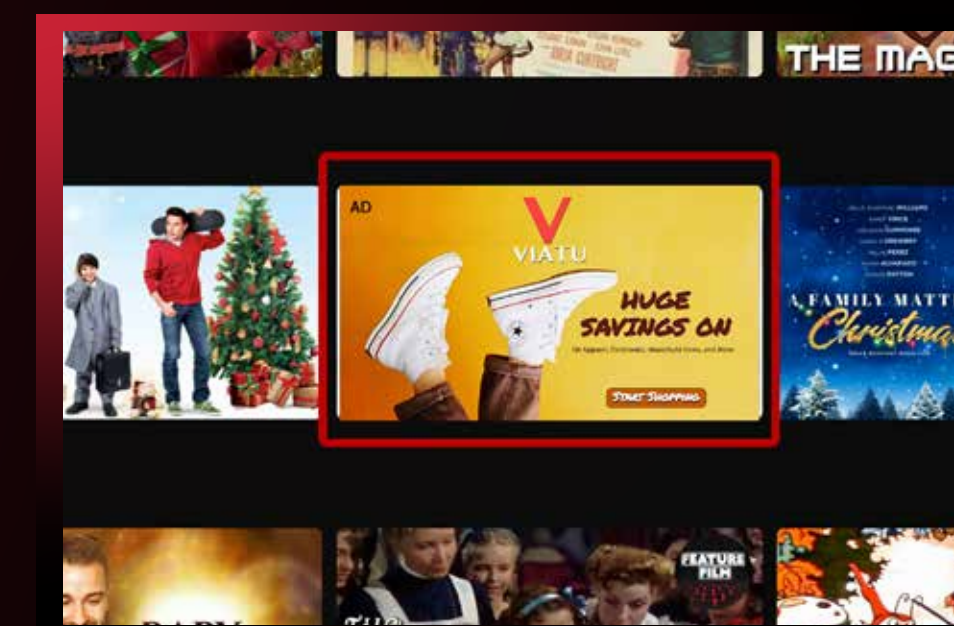
Sponsor a specific program, movie, or even an entire week of programming to build a stronger association with your brand. Your logo or message can be prominently displayed during key moments.

Watermark Ads

A continuous, subtle branding element that appears in the corner of the screen during programming, ensuring persistent brand visibility.

“For us, The Christmas Channel is a reminder of the spirit of the holidays. It’s like a little piece of Christmas we get to share together, no matter the season.”
— Daniel & Michelle, 29 & 27

2024-2025



Proven Results from Our Partners



Donald K,
Marketing Director



Advertising on The Christmas Channel has been a game-changer for us! We saw a significant boost in brand awareness and website traffic, especially during the peak holiday season. Their audience is highly engaged, and the platform offers unique advertising options that allowed us to reach the perfect audience. We're excited to continue our partnership next year!



David Martinez,
CEO of Cozy Décor & Gifts



Our experience with The Christmas Channel has been fantastic. Not only did we reach a highly targeted audience who shares our passion for the holidays, but we also noticed a 25% increase in sales during our ad campaign. The channel's team was professional, and they offered flexible ad packages that fit our budget perfectly. Highly recommend them for any business looking to connect with Christmas lovers all year long!



Sarah Chen,
Senior Brand Manager at Viatu World



Partnering with The Christmas Channel was one of our best marketing decisions! The channel's loyal viewers are exactly the customers we wanted to reach, and our brand received wonderful exposure with their banner ads and video placements. The team provided detailed performance insights and were great to work with throughout the campaign. We look forward to growing with them as they continue to expand



Flexible Packages for Every Brand

BASIC PACKAGE

\$500 PER MONTH

STARTING PRICE

- Banner ads in lower visibility areas
- Basic pre-roll ad placements on a limited number of views per month
- Target Audience: Small businesses or brands looking to try out advertising with minimal commitment and cost.

\$699 PER MONTH

Peak Season (October–December)

STANDARD PACKAGE

\$1,500 PER MONTH

STARTING PRICE

- Banner ads in prominent positions
- Pre-roll ads with guaranteed impressions across various popular programs
- Target Audience: Mid-sized businesses seeking high visibility without significant investment, especially during off-peak months.

\$1999 PER MONTH

Peak Season (October–December)

PREMIUM PACKAGE

\$3,500 PER MONTH

STARTING PRICE

- Multiple banner ad placements in high-visibility areas
- Pre-roll and mid-roll ads with guaranteed impressions during peak viewership hours (6 PM to 11 PM)
- Priority placement during peak holiday months with some content sponsorship options
- Target Audience: Larger businesses looking to maximize brand exposure and reach a holiday-centric audience.

\$4499 PER MONTH

Peak Season (October–December)

Maximize Your Impact During Peak Season

500,000+ Views Per Month

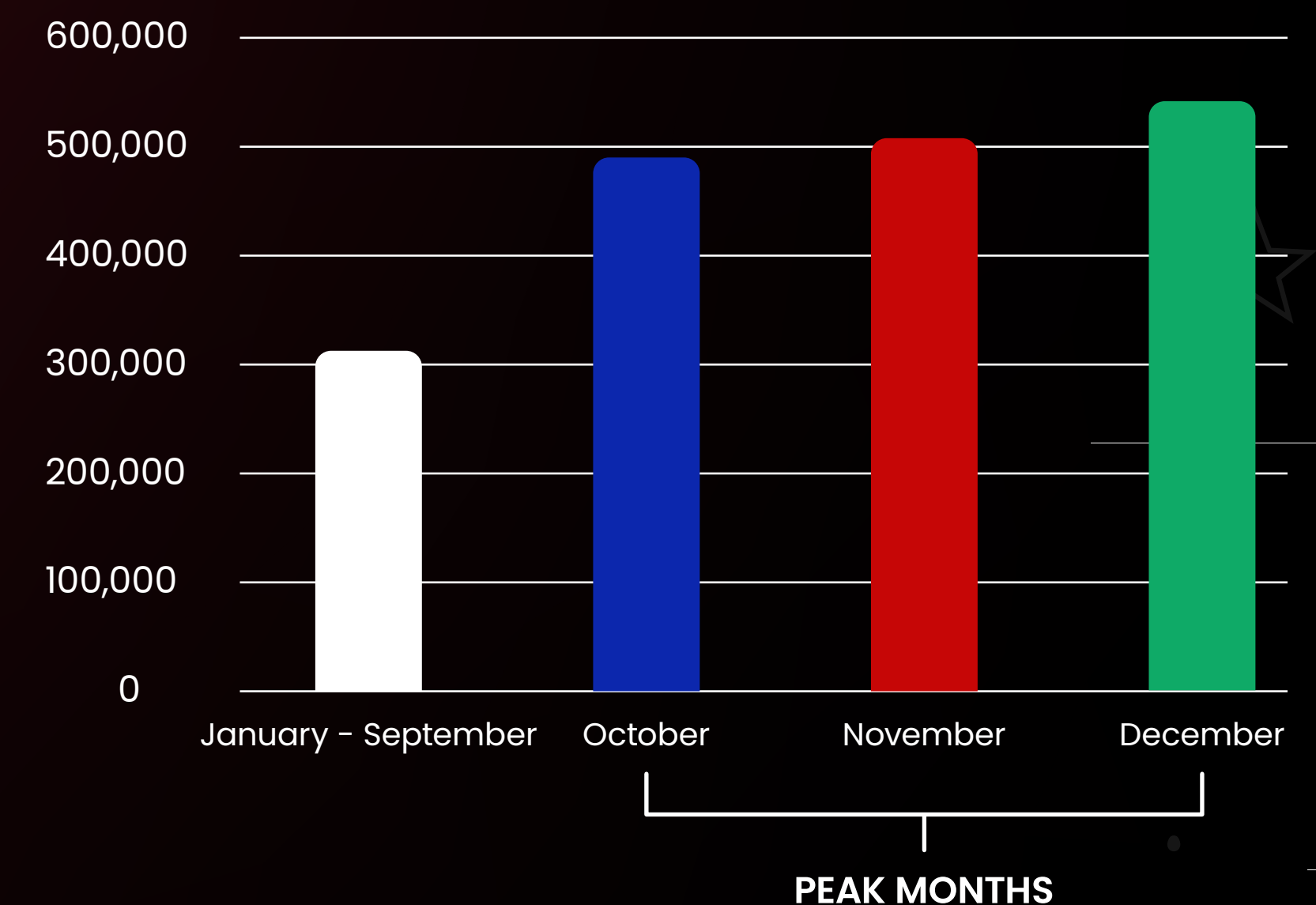
During the holiday season, our audience skyrockets as viewers flock to The Christmas Channel to enjoy their favorite holiday content.

Holiday Shoppers in Full Force

Capture the attention of active holiday shoppers by advertising when they are most engaged and ready to make purchasing decisions.

Special Ad Rates & Packages

We offer exclusive packages during peak months to help your brand stand out when it matters most.





LET'S DISCUSS HOW YOUR BRAND CAN SHINE ON THE CHRISTMAS CHANNEL



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**EMAIL US OR CALL NOW TO SECURE YOUR
SPOT FOR THE UPCOMING HOLIDAY
SEASON AND BEYOND.**