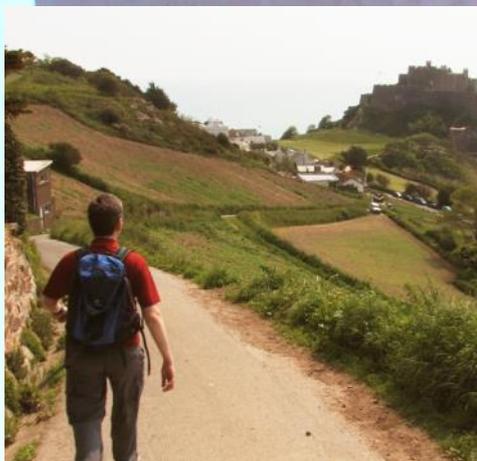


Yorkshire Walks with Andrew White

Are you looking for a **powerful** and **cost-effective** way of **repeatedly engaging** with customers - both new and existing?

Finding a way to get your business message across is becoming more challenging, but at Nova Productions, we produce **television programmes** about **walking** which are designed for **efficient, long-running sponsorship** and **product placement** - and which work across all platforms including television, online and social media.



Walking is an increasingly popular activity. Over 2 billion adult days are spent **on walking as a leisure pastime** every year in the UK. It is the main activity on **36% of countryside** and **33% of seaside visits**. **9.1 million adults** in England walk for at least ½ hour.

Walking offers a range of positive connections for brands that want to

- **Raise awareness**
- **Influence purchasing and other decisions**
- **Associate themselves with the outdoors and health.**

Yorkshire Walks with Andrew White is a series of 6x 30 minute programmes, each featuring two walks in different parts of Yorkshire. It's a celebration of the great landscapes, towns and villages in the county, and shows you don't have to go far for a great walk.

The series is designed with participation in mind - each walk is between 2 - 8 miles and designed for a mix of abilities; with additional information available on the series' Facebook page.



The series is written and presented by **Andrew White**, a hugely respected writer, film-maker and broadcaster on the topics of walking and Yorkshire. He regularly writes for magazines such as **BBC Countryfile**, **Walk**, **BRITAIN**, **Country Life** and **Discover Britain** - amongst others - and is the Senior Editor of our own **Walks Around Britain** website.

He wrote the **AA Guide to Yorkshire** in 2013, has just finished the 2016 edition and appears regularly on local radio.

It builds on the successful **East Yorkshire Walks with Andrew White** which was broadcast in March on **Estuary TV**, and the first series of **Walks Around Britain**, which receives its premiere broadcast nationally on the **Community Channel** in January 2016, and then on **10 of the 20 Local TV channels** across the country. Each of the broadcasters have a **three-year deal on the series**, and **HAVE** to show it **at least three times** - but there's no limit on how many times they can show it subsequently. This means that at any time, the series could be shown on one of the television channels in the UK.



Initially, the series will be broadcast on the 3 Local TV channels in Yorkshire - **Estuary TV, Made in Leeds and Sheffield Live TV**. Between them, they reach over **2 million homes in Yorkshire via Freeview**.

As we've done with our other series, syndicating the series across other Local TV channels would give a potential audience of **12 million** across the UK.



The series will also benefit from the association with our own website **Walks Around Britain** - the country's leading digital destination for walking.

It is one of the **most visited walking websites** in the country, has the **most listened to outdoor podcast** of its kind, and has the **most followers on Twitter** of any walking account in Britain (over 26,900).

Messages about the series and the sponsorship will go out across the Walks Around Britain's **Facebook and Twitter** accounts, be embedded on the **main website** and feature on the **podcast**.

The Opportunities

We have two ways for companies to get involved with **Yorkshire Walks with Andrew White**.

Series Sponsorship - this is ideal for companies that want maximum exposure across the entire series. This includes...

- **Branded title sequence** - "Brought to you by..."
- **Mentions** in on-air and off-air **promotions**
- A **range of bespoke short videos** designed for the sponsor's website and Facebook / Twitter feeds
- Mentions as appropriate **during the programmes**.



P **Product Placement** - this is ideal for companies that want to put their products or services right at the heart of the series. By seamlessly integrating them within the series, the products / services are showcased within natural settings - making them more relatable to potential customers.

We could be wearing your outdoor clothing, carrying your backpack, drinking your water, camping in your tent, eating your food, getting on your train, staying at your accommodation, getting off your bus or using your dog products.



Product Placement can be on a series wide or an individual programme basis.

Beyond advertising

Sponsorship and product placement with our series goes beyond mere advertising in a magazine - it gives you **fresh and original content for your website** too. By embedding the series on your website or blog, your web visitors could watch any of the series - and watching them on your site means they'll be **staying on that page for at least 24 minutes** - perfect to also be looking at anything else you want to promote...

For more information about how to engage with an outdoor audience, talk direct to **Andrew White** at **Nova Productions** on **0844 812 3120** or **07710 794842** or email **info@novatv.co.uk**