



TV title sponsorship?

Why not sponsor Mowlem's TV Travels?

Estimated Audience Figures for Johnny Mowlem's World Travels. As shown on Sky Sports Television

For 2009 the series consisted of six thirty minute episodes shown over a block of 4 weeks at 5pm each day. This sequence is then repeated 3 times over the following 8 weeks across the various Sky Sports channels, i.e. Sky Sports 1, Sky Sports 2 and Sky Sports 3.

In 2009 these programmes featured Johnny testing the new A1GP car for Ferrari, taking part in the Johnny Herbert Charity Karting event in London and testing the new LMP1 hybrid sports car for the American Le Mans Series.

Based on the figures available to us from the 2008 show, each show next year will receive a minimum of 350,000 per episode, including the repeats.

Estimated total hits for the 2009 programme run: 3,000,000 viewers.

The programme is feature led and can be tailored to suit any team or personal sponsors if required and can be sold on to other stations as the production rights are owned by Johnny Mowlem's management. Even the title is not necessarily set in stone.

Additionally Johnny has close links with Haymarket Publications and is personally sponsored by Autosport, arguably one of the worlds leading international motor sport publications. Through this association he can offer feature led articles for team and personal sponsors in many of the Haymarket owned motoring publications, including Racers magazine in the USA, which is of obvious benefit to pan-European companies.



Contact for further information via: www.johnnymowlem.com