

I'M A CELEBRITY GET ME OUT OF HERE!

2026 OPPORTUNITIES NOW AVAILABLE

Grab your bug spray... the jungle is back! **I'm A Celebrity... Get Me Out Of Here!** returns this November, bringing huge audiences, big conversations and exciting opportunities for brands to get involved.

2025 Series Performance Highlights



**2.4
Million
Viewers
Reached**

Main Series Averaged

491,000 Viewers

and a **35%** Share of Viewing

Delivering

1.8 Million Streams

Across VM Play and
On-Demand Platforms

Spot Packages (Based on a 30" Spot)

Full Package (23 Episodes incl. Coming Out Show)	€100,000
Half Package (10 standard episodes)	€55,000
Opening or Final Episode	€10,000
Standard Episode	€8,000

Premiums

PIB: +30%

Break Selectivity: +20%

VM Play Packages

Any budget under €10,000 will have a €32 CPM

Budget	CPM	Impressions
€10,000	€30	333,334
€20,000	€28	714,286
€30,000	€26	1,153,847



TELEVISION

For further information contact

✉ TJ.Carroll@Virginmedia.ie

✉ Sarah.Taylor@virginmedia.ie

THE ULTIMATE JUNGLE TAKEOVER

AVAILABLE TO
ONE BRAND ONLY

The highest visibility package available across every screen, every episode and every platform.

Delivering guaranteed in-show presence, premium brand integration and powerful cross-platform reach throughout the entire series.

YOUR BRAND WILL RECEIVE

- ✓ Full Spot Package - 23 x 30" spots with FIB/LIB positioning throughout the series
- ✓ 1.5M VM Play impressions
- ✓ Exclusive premium viewer competition partnership
 - Bespoke IAC experience prize package worth €30,000
 - Co-branded competition VT in every episode
 - Cross-channel promotion throughout the series
 - Social amplification throughout the series

PRIZE PACKAGE INCLUDES

- Return business class flights to Australia
 - 7 nights accommodation in the same hotel as the IAC contestants
 - Luxury spa and VIP experiences
 - €2,000 spending money
- And much much more...

Media Value: €250,000
Offer to Market: €200,000

Disclaimer: Prize details subject to availability and final fulfilment arrangements.

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