



SIX NATIONS

Every year the Six Nations Championship is a big event in the sporting calendar and from an advertisers' perspective, it's vital that you ensure you're targeting the right people and reaching the appropriate audiences.

Reach Up To

2.58 MILLION

Six Nations ticket buyers

3 MILLION

Rugby watchers

14 MILLION

Fitness fanatics

6.9 MILLION

High spenders on recreation and leisure

Suggested Audiences

YouGov

- 6 Nations Ticket Buyers
- High TV Viewership for Rugby

ACXIOM

- Fitness Fanatics
- Pay Per View/Free View TV Viewership
- Likely High Affluence
- Families with Children
- High Spend on Recreation and Leisure
- Interest in Sports