



2024 MEDIA KIT



**SPONSORSHIP GROUP
FOR PUBLIC TELEVISION**



PBS and PBS KIDS are leaders in quality content

Trusted

PBS is ranked the **#1 most trusted media institution** for the 20th year in a row.

Source: Marketing & Research Resources, Inc. (M&RR) 2023

Quality

86% of parents say PBS KIDS is “the leader in quality children’s programming.”

Source: Kantar | SGPTV, US Video Audience Insights 2023

Unrivaled

86% of viewers say PBS “provides content I can’t find anywhere else.”

Source: Kantar | SGPTV, US Video Audience Insights 2023



The Smart Choice for Sponsors



PBS viewers are the **quality audiences** that brands want

PBS viewers

- 56%** more likely to have a **HH net worth of \$1MM+**
- 49%** more likely to have a **doctorate degree**
- 42%** more likely to have an **investment portfolio worth over \$250,000**
- 36%** more likely to own a **vacation home**



Source: MRI Simmons Fall 2023 Doublebase, A18

PBS KIDS viewers

- 56%** of all **PBS KIDS viewers are Adult 18+**
- #1** **PBS KIDS is the leader in diverse kids' impressions***
- #1** **PBS KIDS is the leader in Kids 2–5, Kids 2–11, Women 18–49 and Women 25–54 impressions**



Source: Nielsen NTI Live+7, A18+ vs. P2-17, Child Multi Weekly, 2/6/23–9/24/23; Nielsen NTI Live+7, 2/6/23–9/24/23, PBS (Child Multi Weekly) compared to all cable kids' networks (M–F 6a–5p); **diverse kids* = K2–11 Hispanic, Black, Asian/Pacific-Islander, American/Alaskan Native, Unknown/Other - combined

**SPONSORSHIP GROUP
FOR PUBLIC TELEVISION**

SGPTV represents the best of PBS

PRIMETIME



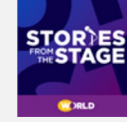
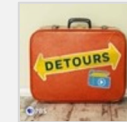
PBS KIDS



LIFESTYLE



PODCASTS



PBS is uninterrupted and uncluttered for sponsors

Two :60 sponsor pods



The unique PBS value proposition

ONLY on PBS!

- Just two :60 sponsor pods, one at the open and one at the close of each program
- :30 or :15 sponsor messages
- Limited to a maximum of 4 sponsors per program
- Sponsors are category exclusive
- Programming is break-free and uninterrupted

The PBS “Halo Effect” creates sponsor appreciation & preference to buy

Because viewers respect brands that sponsor PBS > they are more likely to buy from those brands

82% of parents say “I trust the sponsors on PBS KIDS more than I trust the advertisers on other children’s networks”

71% of PBS viewers say they respect brands because of their support of PBS

Source: Kantar | SGPTV, US Video Audience Insights 2023



58%

58% of PBS viewers prefer to buy a product from a PBS sponsor

42%

STREAMING VOD

40%

COMMERCIAL TV NETS

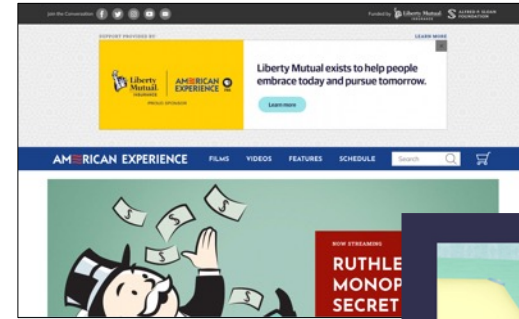
How to read:
58% of PBS viewers prefer to purchase from companies that sponsor PBS. This purchase preference is 38% greater than streaming VOD and nearly twice high as the commercial TV networks.

Source: Kantar | SGPTV, US Video Audience Insights 2023

PBS offers multiplatform sponsorship opportunities



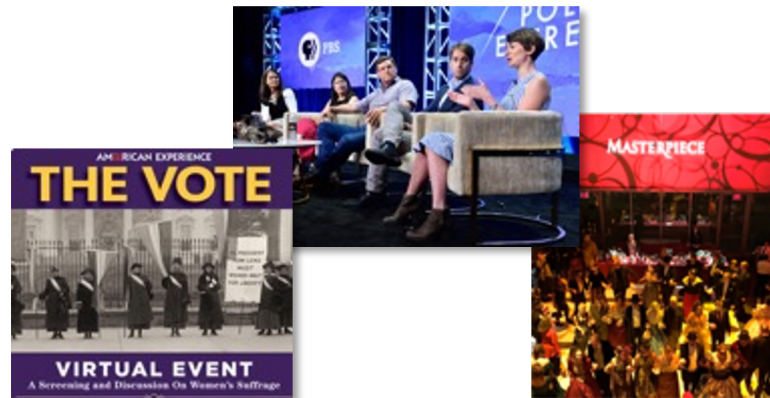
VIDEO
Linear & Streaming



DIGITAL



PODCASTS



EVENTS, SCREENINGS & TAPINGS



SOCIAL

Extensions may vary based on level of investment and timing

AMERICAN EXPERIENCE



AMERICAN EXPERIENCE

Airs: Tues, 9pm on PBS | Streaming

American Experience’s documentary films chronicle the unforgettable events and people that have made us who we are today. Through the power of storytelling, this award-winning series captivates millions of smart, engaged and influential viewers who care about America’s issues and civic literacy.

Demos	Ratings	Average Impressions (000)
HH	0.5	601
A25–54	0.1	91
A35–64	0.2	238
M35–64	0.2	124
W35–64	0.2	114
A55+	0.6	599

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 2,291

Source: Nielsen NTI Live+7, 10/22–9/23 | Nielsen NSI, Carriage summary, 10/22–9/23 | Nielsen NTI Live+7, R/F, 4/23

ANTIQUES ROADSHOW



ANTIQUES ROADSHOW®

Airs: Mon, 8pm & 9pm on PBS | Streaming

Is it junk—or a jewel? Come along as PBS’s most popular primetime series travels to distinctive settings across the country, inviting people to bring their prized possessions for expert appraisal. And witness the surprise reactions when attendees are told an item’s true value!

Demos	Ratings	Average Impressions (000)
HH	1.4	1,741
A25–54	0.2	220
A35–64	0.5	596
M35–64	0.5	289
W35–64	0.5	307
A55+	1.9	1,910

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 4,299*

Source: Nielsen NTI Live+7, 10/22–9/23, M 8p | Nielsen NSI, Carriage summary, 10/22–9/23 | Nielsen NTI Live+7, R/F, 10/22–9/23
 *M 8–10p

FRONTLINE



FRONTLINE®

Airs: Tues, 10pm on PBS | Streaming

This award-winning, highly respected investigative journalism series questions, explains and changes the way we see our world. Boldly tackling complex issues and illuminating the critical issues of our times, FRONTLINE documentaries open our eyes, often provoking important change.

Demos	Ratings	Average Impressions (000)
HH	0.5	574
A25–54	0.1	90
A35–64	0.2	218
M35–64	0.2	124
W35–54	0.2	93
A55+	0.6	556

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 1,502

Source: Nielsen NTI Live+7, 10/22–9/23 | Nielsen NSI, Carriage summary, 10/22–9/23 | Nielsen NTI Live+7, R/F, Q2 2023

MASTERPIECE



MASTERPIECE

Airs: Sun, 8pm, 9pm & 10pm on PBS | Streaming

No one does drama like MASTERPIECE! Each week, PBS’s highest rated ongoing series delivers its signature brand of sophisticated drama to a large and loyal audience. It’s no wonder MASTERPIECE has earned such a devoted following and numerous awards!

Demos	Ratings	Average Impressions (000)
HH	1.3	1,629
A25–54	0.1	125
A35–64	0.3	389
M35–64	0.2	133
W35–64	0.4	256
A55+	1.9	1,853

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 3,670*

Source: Nielsen NTI Live+7, 10/22–9/23, Su 9p | Nielsen NSI, Carriage summary, 10/22–9/23 | Nielsen NTI Live+7, R/F, 10/22–9/23
 *Su 8–11p

NOVA



WORLD



NOVA®

Airs: Weds, 9pm on PBS | Streaming

This award-winning series gives viewers unprecedented access to extraordinary science. Each week, NOVA takes millions of curious viewers on an unforgettable voyage of discovery as it reveals cutting-edge breakthroughs in science, technology and engineering.

Demos	Ratings	Average Impressions (000)
HH	0.9	1,166
A25-54	0.1	166
A35-64	0.4	432
M35-64	0.4	252
W35-64	0.3	181
A55+	1.2	1,198

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 2,603

Source: Nielsen NTI Live+7, 10/22-9/23 | Nielsen NSI, Carriage summary, 10/22-9/23 | Nielsen NTI Live+7, R/F, 10/22-9/23

WORLD

Airs: 24/7 | Streaming

WORLD presents a wealth of original, non-fiction content from a group of established, emerging and diverse filmmakers, to cultivate our collective understanding of one another, bridge our differences and identify our commonalities.

Demos	Ratings	Average Impressions (000)
P2+	0.01	34

US TV HH Coverage: 75%

Source: : Nielsen NTI Live+7, 10/22-12/22, World Channel, M-Su 8p-11p | Nielsen NSI Carriage Channel/Market List 2023



ARTHUR®
Airs: M-F on PBS & PBS KIDS 24/7 Channel | Streaming

Hit series *Arthur* appeals to all generations with its fresh, modern and humorous approach to presenting the trials and tribulations of growing up. With a focus on social emotional learning, *Arthur* helps viewers develop positive social skills and navigate the world around them in an inclusive and understanding way.

Demos	Ratings	Average Impressions (000)
HH	0.3	375
Kids 2-5	0.8	116
Kids 4-8	0.6	112
Kids 2-11	0.5	198
W18-49 w/K2-5	0.5	70

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 1,423

Source: Nielsen NTI Live+7, 2/6/23-9/24/23 | Nielsen NSI, Carriage Summary, 10/22-9/23 | Nielsen NTI Live+7, R/F, 2/6/23-9/24/23



CARL THE COLLECTOR
Coming in Fall 2024

Carl the Collector is the first children's series to include multiple neurodiverse characters. The series follows a lovable neurodiverse raccoon and his friends who are aware of Carl's quirky behaviors and can see beyond them, modeling the incredible potential that arises when we embrace one another's individuality.

Demos	Ratings	Average Impressions (000)
HH	0.3	373
Kids 2-5	0.7	109
Kids 4-8	0.5	102
Kids 2-11	0.5	187
W18-49 w/K2-5	0.6	74

Source: Nielsen NTI Live+7, Jul-Dec 2023, based on similar PBS programming



ELINOR WONDERS WHY®
Airs: M-F on PBS & PBS KIDS 24/7 Channel | Streaming

Join Elinor and her friends as they ask the questions in every kid's mind, and use basic scientific skills to connect nature to their everyday lives. Targeted to a pre-school audience, *Elinor Wonders Why* shows kids that science is not just a list of facts, but a way of answering questions and learning about the world.

Demos	Ratings	Average Impressions (000)
HH	0.1	109
Kids 2-5	0.2	34
Kids 4-8	0.2	31
Kids 2-11	0.1	52
W18-49 w/K2-5	0.1	15

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 665

Source: Nielsen NTI Live+7, 2/6/23-9/24/23 | Nielsen NSI, Carriage Summary, 10/22-9/23 | Nielsen NTI Live+7, R/F, 2/6/23-9/24/23



LET'S GO LUNA!
Streaming Only

Let's Go Luna! is a whimsical series that celebrates diversity and inspires global curiosity. With their trusted guide, Luna the Moon, three friends explore the world, introducing kids to local languages, music and daily life across continents, emphasizing connections with communities beyond their own neighborhood.

Source: Nielsen NTI Live+7, 2/6/23-9/24/23 | Nielsen NSI, Carriage Summary, 10/22-9/23 | Nielsen NTI Live+7, R/F, 2/6/23-9/24/23



LYLA IN THE LOOP

Airs: M-F on PBS & PBS KIDS 24/7 Channel | Streaming

This new series teaches children that everyone has what it takes to be a problem-solver. *Lyla in the Loop* stars a curious and imaginative 7-year-old Black girl named Lyla, who feels that there is no problem too big to solve! The series will introduce kids to computational thinking and the importance of working collaboratively in a fun and entertaining way.

Demos	Ratings	Average Impressions (000)
HH	0.3	375
Kids 2-5	0.8	116
Kids 4-8	0.6	112
Kids 2-11	0.5	198
W18-49 w/K2-5	0.5	70

Source: Nielsen NTI Live+7, 2/6/23-9/24/23, based on similar programming



MARTHA SPEAKS

Streaming Only

Martha Speaks is an animated children's series about Martha, a talking dog, and her human family. Martha is accidentally fed alphabet soup, and that gives her the power of speech. *Martha Speaks* has one mission in mind, to boost young children's vocabulary in a fun and entertaining way.



MOLLY OF DENALI

Airs: M-F on PBS & PBS KIDS 24/7 Channel | Streaming

Meet Molly, a 10-year old girl from the Denali region of Alaska. Whether she's using a map to navigate a dog sled delivery or navigating through fog-shrouded islands in search of puffins, Molly introduces kids to the rich history and culture of Alaska while also helping them develop skills around informational text.

Demos	Ratings	Average Impressions (000)
HH	0.2	309
Kids 2-5	0.6	94
Kids 4-8	0.5	97
Kids 2-11	0.4	175
W18-49 w/K2-5	0.4	49

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 1,335

Source: Nielsen NTI Live+7, 2/6/23-9/24/23 | Nielsen NSI, Carriage Summary, 10/22-9/23 | Nielsen NTI Live+7, R/F, 2/6/23-9/24/23



NATURE CAT

Airs: M-F on PBS & PBS KIDS 24/7 Channel | Streaming

Nature Cat follows the adventures of Fred the cat, an ordinary house cat who dreams of the great outdoors. When his family leaves for the day, he transforms into Nature Cat, and he and his pals embark on action-packed adventures in the great outdoors.

Demos	Ratings	Average Impressions (000)
HH	0.3	394
Kids 2-5	0.9	136
Kids 4-8	0.6	117
Kids 2-11	0.5	213
W18-49 w/K2-5	0.7	84

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 1,388

Source: Nielsen NTI Live+7, 2/6/23-9/24/23 | Nielsen NSI, Carriage Summary, 10/22-9/23 | Nielsen NTI Live+7, R/F, 2/6/23-9/24/23



ODD SQUAD
Airs: M-F on PBS & PBS KIDS 24/7 Channel | Streaming

Created by Fred Rogers Productions and Sinking Ship Entertainment, this delightful live-action series follows the adventures of a diverse group of young agents whose mission is to investigate strange happenings wherever oddness occurs, while also helping kids practice problem-solving, resilience and collaboration.

Demos	Ratings	Average Impressions (000)
HH	0.2	212
Kids 2-5	0.4	60
Kids 4-8	0.3	63
Kids 2-11	0.3	112
W18-49 w/K2-5	0.3	36

US TV HH Coverage: 97%
Total Weekly Viewers P2+ (000): 1,233

Source: Nielsen NTI Live+7, 2/6/23-9/24/23 | Nielsen NSI, Carriage Summary, 10/22-9/23 | Nielsen NTI Live+7, R/F, 2/6/23-9/24/23



PINKALICIOUS & PETERIFIC
Airs: M-F on PBS & PBS KIDS 24/7 Channel | Streaming

Join the fun as Pinkalicious and her brother Peter look for ways to turn the everyday ho-hum into something extraordinary! With a focus on social and emotional learning, this fan-favorite PBS KIDS series encourages kids to be creative and celebrates the arts in all its forms — dance, theater, music, and the visual arts.

Demos	Ratings	Average Impressions (000)
HH	0.2	206
Kids 2-5	0.4	69
Kids 4-8	0.3	60
Kids 2-11	0.3	102
W18-49 w/K2-5	0.2	29

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 974

Source: Nielsen NTI Live+7, 2/6/23-9/24/23 | Nielsen NSI, Carriage Summary, 10/22-9/23 | Nielsen NTI Live+7, R/F, 2/6/23-9/24/23



READY JET GO™
Streaming only

Curiosity about space starts early, as soon as kids are old enough to look up at the sky and wonder: What's up there? *Ready Jet Go!* introduces kids to astronomy and earth science through the adventures of an animated alien boy named Jet Propulsion!



ROSIE'S RULES
Airs: M-F on PBS & PBS KIDS 24/7 Channel | Streaming

Rosie's Rules is a new animated family comedy that follows the adventures of Rosie Fuentes, an inquisitive and hilarious 5-year-old. Rosie's adventures are told from the unique perspective of a blended Mexican American family from suburban Texas, incorporating bilingual characters, a celebration of Mexican culture, and a multi-generational, diverse community of family and friends.

Demos	Ratings	Average Impressions (000)
HH	0.3	424
Kids 2-5	1.0	158
Kids 4-8	0.6	124
Kids 2-11	0.6	236
W18-49 w/K2-5	0.6	78

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 1,643

Source: Nielsen NTI Live+7, 2/6/23-9/24/23 | Nielsen NSI, Carriage Summary, 10/22-9/23 | Nielsen NTI Live+7, R/F, 2/6/23-9/24/23



SUPER WHY!
Streaming Only

Created to help kids learn the fundamentals of reading, *Super WHY!* uses literacy-based superhero characters to engage kids in the love of reading. Each episode begins in Storybook Village, a magical world hidden behind the bookshelves in a children’s library, where the kids transform themselves into literacy-powered superheroes. *Super WHY!* teaches critical reading skills such as the alphabet, spelling, pronunciation, writing, and word usage.



WEATHER HUNTERS
New Series

Created by Emmy-winner Al Roker, the goal of *Weather Hunters* is to entertain and educate kids about the impact weather has on our daily lives, and to inspire young audiences to pursue a future in STEM. Understanding that representation in the media matters, the series includes diverse cast, helping to make science accessible to all viewers.

Demos	Ratings	Average Impressions (000)
HH	0.3	390
Kids 2–5	0.9	140
Kids 4–8	0.6	110
Kids 2–11	0.5	210
W18–49 w/K2–5	0.6	77

Source: Nielsen NTI Live+7, 2/6/23–11/29/23, based on similar programming



WILD KRATTS®
Airs: M-F on PBS & PBS KIDS 24/7 Channel | Streaming

Wild Kratts is an animated animal adventure that takes kids around the world to meet all sorts of animals, from the cute and cuddly to the awesome and bizarre. Featuring the animated versions of popular zoologists and children’s entertainers Chris and Martin Kratt, *Wild Kratts* is a science show that families are enjoying together.

Demos	Ratings	Average Impressions (000)
HH	0.3	396
Kids 2–5	0.8	124
Kids 4–8	0.7	129
Kids 2–11	0.6	231
W18–49 w/K2–5	0.5	63

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 1,735

Source: Nielsen NTI Live+7, 2/6/23–9/24/23 | Nielsen NSI, Carriage Summary, 10/22–9/23 | Nielsen NTI Live+7, R/F, 2/6/23–9/24/23



WORK IT OUT WOMBATS!
Airs: M-F on PBS & PBS KIDS 24/7 Channel | Streaming

Work It Out Wombats! follows a playful trio as they explore their Treeborhood community and use creativity and collaboration to solve problems. Each day drops a new challenge into the Wombats’ laps, requiring them to debug, fix, order and test, introducing preschoolers to the core fundamentals of computer science.

Demos	Ratings	Average Impressions (000)
HH	0.3	336
Kids 2–5	0.8	121
Kids 4–8	0.5	96
Kids 2–11	0.5	178
W18–49 w/K2–5	0.4	55

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 1,496

Source: Nielsen NTI Live+7, 2/6/23–9/24/23 | Nielsen NSI, Carriage Summary, 10/22–9/23 | Nielsen NTI Live+7, R/F, 2/6/23–9/24/23



XAVIER RIDDLE AND THE SECRET MUSEUM

Airs: M-F on PBS & PBS KIDS 24/7 Channel | Streaming

This exciting series teaches kids that everyone can do remarkable things! Follow the adventures of three children as they travel back in time to meet real life heroes when they were kids and learn about the challenges these inspirational figures faced and the path they took to achieve greatness.

Demos	Ratings	Average Impressions (000)
HH	0.2	227
Kids 2-5	0.5	81
Kids 4-8	0.4	72
Kids 2-11	0.3	131
W18-49 w/K2-5	0.4	46

US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 1,124

Source: Nielsen NTI Live+7, 2/6/23-9/24/23 | Nielsen NSI, Carriage Summary, 10/22-9/23 | Nielsen NTI Live+7, R/F, 2/6/23-9/24/23

LIDIA'S KITCHEN



LIDIA'S KITCHEN

Airs: Weekends on Public Television | Streaming

Nourish you soul and join Emmy-winning TV host, restaurateur and celebrity chef Lidia Bastianich as she draws upon her Italian roots to conjure up simple but delicious seasonal dishes, while simultaneously imparting invaluable tips to her viewers about how to buy and store ingredients.

Demos	Ratings	Average Impressions (000)
HH	0.5	676
A25-54	0.1	95
A35-64	0.2	256
W25-54	0.1	53
W35-64	0.3	162

US TV HH Coverage: 96%

Source: Nielsen NTI Live+7, 10/22-9/23 | Nielsen NSI, Carriage summary, 10/22-9/23

This Old House



THIS OLD HOUSE

Airs: Multiple Dayparts on PBS | Streaming

Quality content, expert advice and inspiring instruction set this series apart from the other entertainment-style home improvement programs out there. Each week, *This Old House* (and *Ask This Old House*) engage millions of home improvement enthusiasts, homeowners and trade professionals across multiple platforms.

Demos	Ratings	Average Impressions (000)
HH	0.91	1,131
A25-54	0.11	130
A35-64	0.35	423
M35-64	0.42	249
W35-64	0.28	174
A55+	1.20	1,181

US TV HH Coverage: 97%
Total Weekly Viewers P2+ (000): 1,351

Source: Nielsen NTI Live+7, 10/22-9/23, 22 measured weeks for This Old House, 19 measured weeks for Ask This Old House. | Nielsen NSI Carriage summary 10/22-9/23



ARTHUR
Children | [Podcast](#)

Based on the iconic Peabody and Emmy Award-winning series that has aired on PBS KIDS for 25 seasons, this new podcast tackles timely topics that focus on *Arthur's* core mission of teaching kindness, empathy, and inclusion through everyday kid adventures.



DETOURS
General Audience | [Podcast](#)

What happens to all that stuff on America's favorite antiques show once the cameras leave town? Join host Adam Monahan, longtime producer of PBS's *Antiques Roadshow*, as he reveals the stories, secrets, and surprises of TV treasures beyond the screen. Each episode of DETOURS tells the deeper story of one object, amazing and amusing listeners along the way. From WGBH and PRX.



THE FRONTLINE DISPATCH
General Audience | [Podcast](#)

Each episode of The FRONTLINE *Dispatch* focuses on uncovering crucial domestic and international stories, with the same authenticity and transparency that you've come to expect from FRONTLINE's award-winning documentaries.



KEYSHAWN SOLVES IT
Children | [Podcast](#)

In *Keyshawn Solves It*, Keyshawn, a 10-year-old African American boy, inherits a set of keys that can unlock almost any door and help him solve mysteries. This podcast emphasizes "keys to success" like resilience, persistence, and collaboration.





MASTERPIECE STUDIO

General Audience | [Podcast](#)

The MASTERPIECE Studio podcast is a VIP backstage pass to all things MASTERPIECE. Each episode gives ardent fans an insider's view of the amazing talent in front of and behind the camera, with intimate conversations and surprising personal stories. Fans experience what they love best about MASTERPIECE: incredible storytelling, inspired acting, and great craftsmanship.



MOLLY OF DENALI

Children | [Podcast](#)

The *Molly of Denali* podcast is an exciting companion to the hit series on PBS KIDS. Listeners can join in the fun as Molly and her friends head out on adventures through Alaska!



ODD SQUADCAST

Children | [Podcast](#)

From Fred Rogers Productions and Sinking Ship Entertainment comes the "Odd Squadcast." This serialized podcast follows *Odd Squad* fan favorite Millie Davis (aka "The Big O") as she hosts a radio address for agents all over the world, all the while trying to stop an odd invasion on Headquarters.



PINKALICIOUS & PETERIFIC

Children | [Podcast](#)

Sing along with Pinkalicious and her little brother Peter on the *Pinkalicious and Peterrific* podcast, a delightful musical companion to the hit series on PBS KIDS. Each episode is hosted by the brother sister duo as they sing their favorite songs from the *Pinkalicious and Peterrific* series and take listeners on creative adventures, encouraging kids to dance, sing, make believe, and more.





STORIES FROM THE STAGE
General Audience | [Podcast](#)

Welcome to the *Stories from the Stage* podcast. Hosted by executive producers and co-creators Liz Cheng and Patricia Alvarado Núñez, this heartfelt audio series features some of the most memorable storytelling performances from the broadcast series, and in some episodes, captures what happened after the *Stories from the Stage* storytellers exited the stage.



WORK IT OUT WOMBATS!
Children | [Podcast](#)

Work It Out Wombats! follows a playful trio of marsupial siblings as they explore their Treeborhood community and use their creativity and collaborative spirit to solve problems. Each day drops a new challenge into the Wombats' laps.

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