



2025/2026

# MEDIA KIT



**SPONSORSHIP GROUP**  
**FOR PUBLIC TELEVISION**



# PBS is a media company like no other.

PBS's mission is to serve the American public with **programming of the highest quality**, using media to **educate, inspire, entertain**, and express a **wide range of perspectives**.

Learn how national brands who partner with PBS also benefit from this earned trust and bond with the public.



**SGPTV is the leading national corporate sponsorship sales team for PBS**

**Exclusively representing the largest portfolio of PBS content** including Primetime, Kids and Lifestyle programs

**SPONSORSHIP GROUP  
FOR PUBLIC TELEVISION**

**Part of GBH Boston, a leading producer of PBS linear, streaming and digital content** including MASTERPIECE, ANTIQUES ROADSHOW, NOVA and FRONTLINE

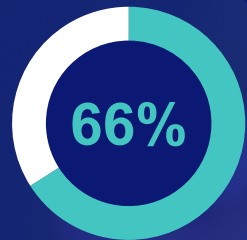
**Providing clients with a highly-experienced, full-service sponsorship team** including Sales, Research, Marketing and Client Services

MASTERPIECE



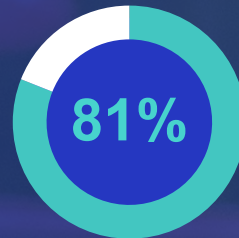
PBS is ranked the **#1 most trusted media institution** for the 22<sup>nd</sup> year in a row.

## TRUST in PBS...

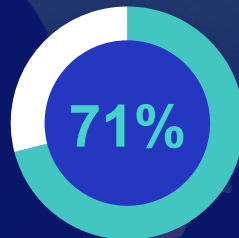


of Americans say PBS is the **most trusted institution**

## TRUST extends to PBS sponsors.



of PBS viewers say they **respect brands** because of their association with PBS\*



of PBS viewers say they **feel more positive** about companies that sponsor PBS\*



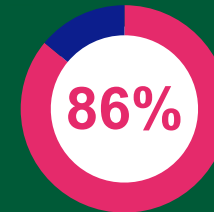
## Parents turn to PBS KIDS for trusted content

Parents become loyal to the brands they see on PBS KIDS.

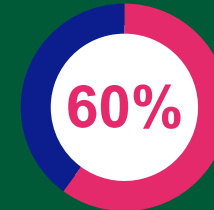
“I feel so much better about the sponsors on PBS KIDS and about my kids seeing their spots.”

**PBS KIDS Viewer**

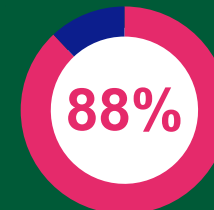
“When my child is watching PBS KIDS, I will watch with them.”



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



of the PBS KIDS **linear audience is A18+\*** and 55% of the PBS KIDS’ **OTT streaming audience is A18+\*\***



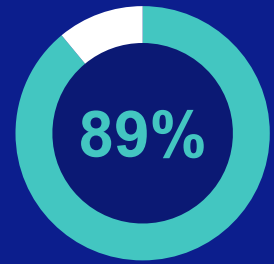
of PBS parents say “**I am grateful to the sponsors on PBS**” for helping to make the programs possible

Source: Kantar | SGPTV, US Video Audience Insights 2023 | \*Nielsen NTI Live+7, 10/23-9/24, PBS KIDS combined programming  
| \*\*Nielsen NTI Live+7 PBS KIDS streaming content ratings for PBS originated children’s programming 2/26/2024-3/31/2024



THE PBS DIFFERENCE: HIGHEST QUALITY CONTENT

## Programs available for sponsorship



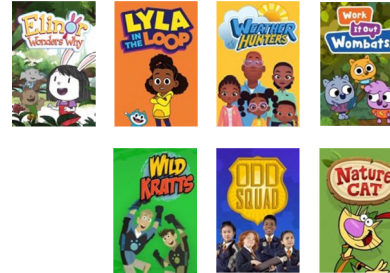
of viewers say PBS  
“provides content I  
can’t find anywhere  
else.”



ANTIQUES ROADSHOW

### PBS KIDS

#### STEM



#### LITERACY



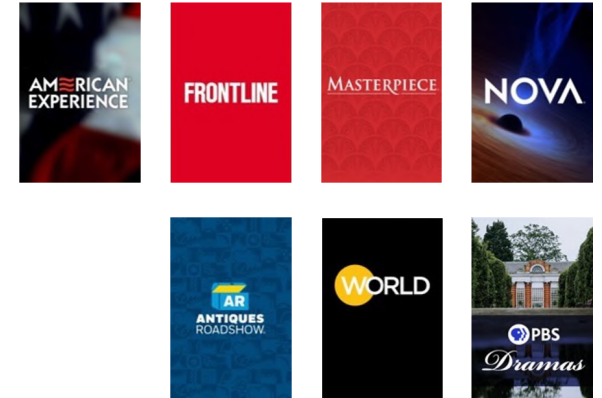
#### SOCIAL EMOTIONAL DEVELOPMENT



#### ARTS, CULTURE, & SOCIAL STUDIES



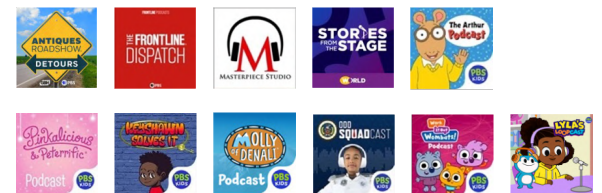
### PRIMETIME



### LIFESTYLE



### PODCASTS



Source: Dynata | SGPTV, US Video Audience Insights 2025

# PBS attracts the high-quality audiences that brands want to reach

Our ecosystem of linear, streaming, and digital content provides companies with a premium environment to connect your message with our engaged viewers.

When you compare the educated, affluent leaders that make up the PBS audience to the average US Adult 18+:

## Educated

## Affluent

## Leaders

PBS's linear viewers are...\*

PBS's mobile, digital & streaming video viewers are...\*\*

**51%**

more likely to have a **doctorate degree**

**90%**

more likely to have a **doctorate degree**

**66%**

more likely to have a HH **net worth of \$2MM+**

**84%**

more likely to have a HH **net worth of \$2MM+**

**25%**

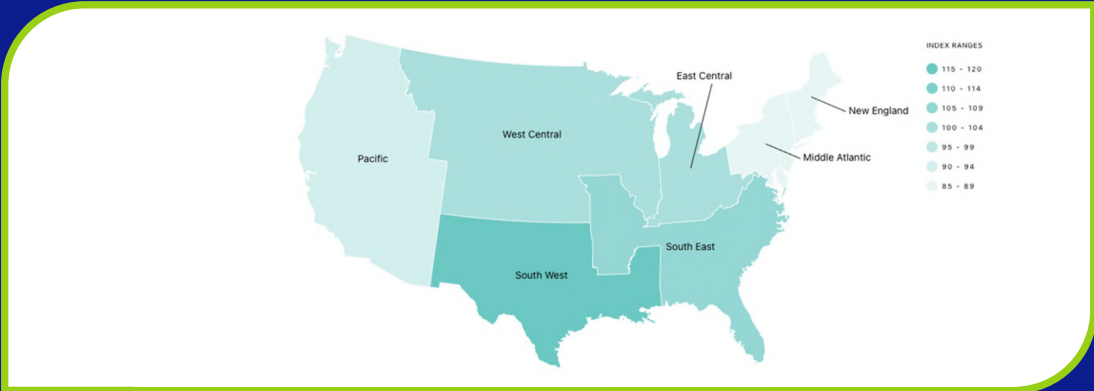
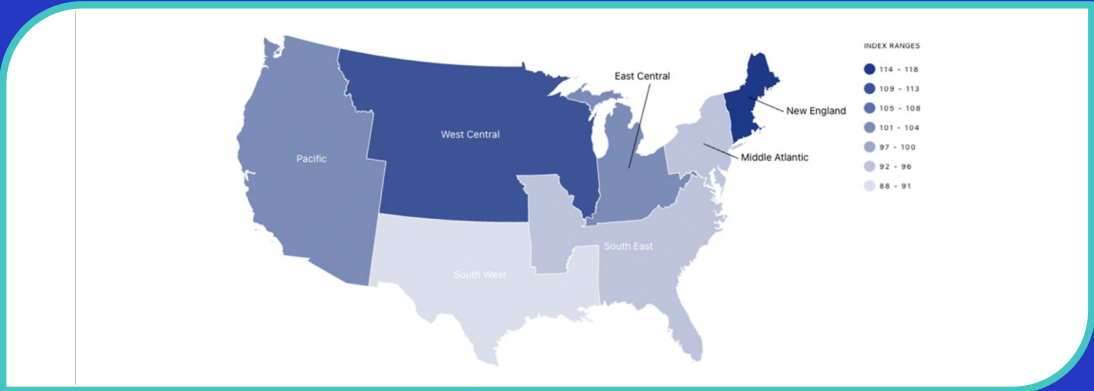
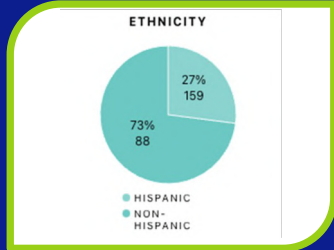
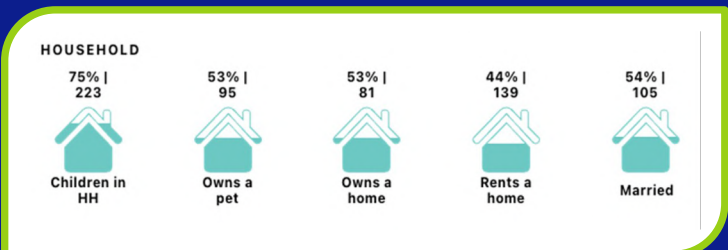
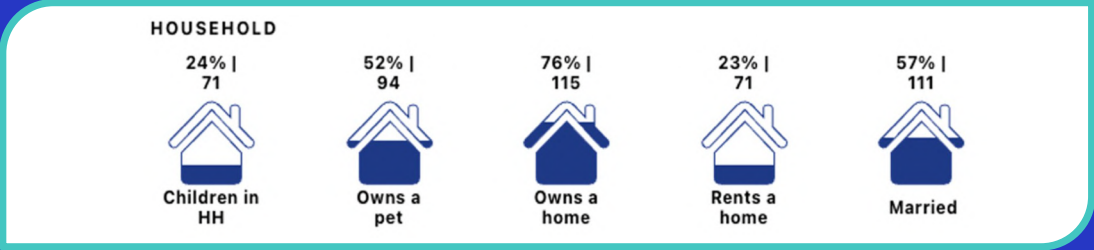
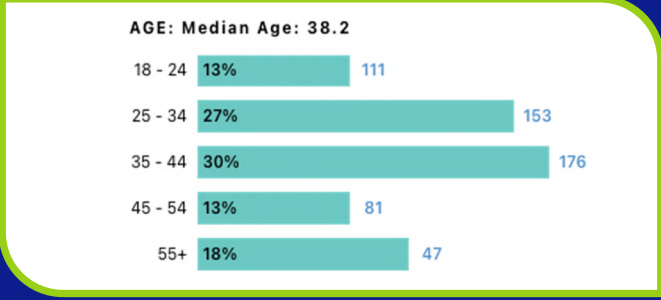
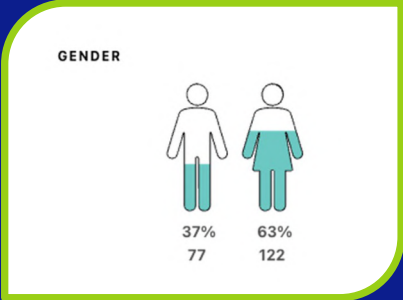
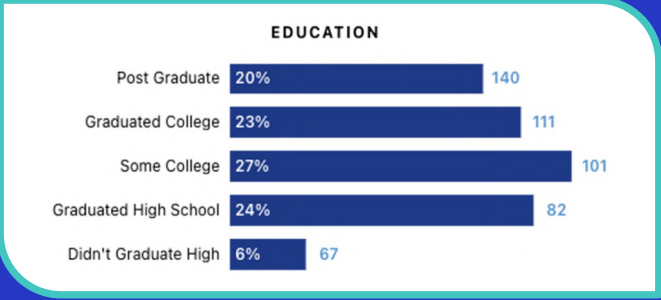
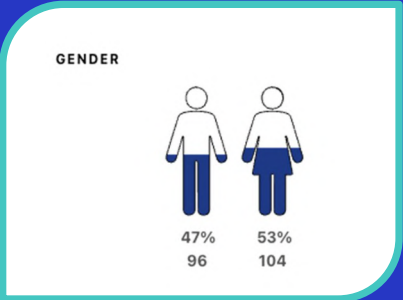
more likely to be a **Chief Financial Officer**

**35%**

more likely work in **C-Suite Executive**



THE PBS DIFFERENCE: VALUABLE AUDIENCE

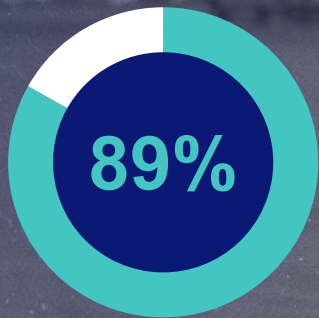


Source: 2024 MRI-Simmons Spring Doublebase USA Weight type: Population (000) Base: Study Universe  
\*Projections relatively unstable, use with caution



## The PBS video environment is uncluttered and category exclusive

PBS's category-exclusive, non-commercial environment with limited sponsor spots creates a comfortable haven for viewers, allowing your message to stand out and resonate with our engaged audience. This unique environment benefits brands.



of PBS viewers say they **appreciate that PBS is not cluttered with commercial advertisements**

Source: Dynata | SGPTV, US Video Audience Insights 2025

AMERICAN EXPERIENCE

### LINEAR

**ONLY TWO**  
:60 national sponsor  
pods per program



- One pod at the open & one pod at the close
- Limited to a maximum of 4 sponsors
- :30 or :15 messages
- Category exclusive
- Uninterrupted content

### STREAMING

**ONLY ONE** national  
sponsor in-stream  
message per video



- One pre-roll pod at the open
- :30 or :15 messages
- Un-skippable
- Uninterrupted content

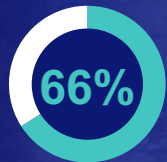


## THE PBS DIFFERENCE: IMPROVED BRAND RECALL

The positive experience viewers have with PBS and PBS KIDS — and the respect viewers have for PBS's corporate sponsors — result in viewers having a **higher purchase preference** for the brands that make PBS programs possible

PBS's unique environment helps brands leave a lasting impression in the minds of viewers, which improves brand recall and boosts the chances of your company gaining new, loyal customers.

### PBS viewers **prefer to buy** from PBS corporate sponsors



of PBS viewers **prefer to buy a product from a PBS sponsor**

#### How to read:

66% of PBS viewers prefer to purchase from companies that sponsor PBS.

37% of viewers prefer to purchase from companies that advertise on commercial linear &/or streaming platforms.

66%

PBS

37%

COMMERCIAL  
LINEAR &  
STREAMING  
PLATFORMS

63%

of PBS viewers say "I tend to remember the companies that sponsor PBS"

64%

of PBS viewers say they are more likely to pay attention to sponsor messages on PBS than advertisements on other commercial linear &/or streaming platforms

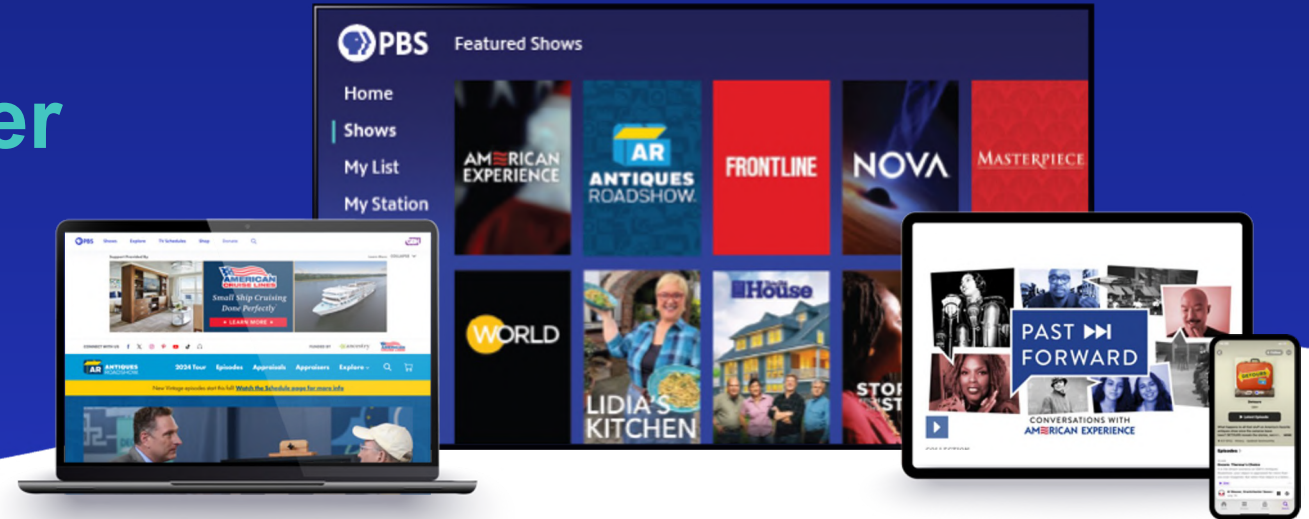
70%

of PBS viewers say PBS sponsor messages are different and better than ads on commercial TV networks and streaming platforms

*This Old House*



# PBS sponsorships deliver multiplatform visibility



## Video: Linear & Streaming

- **Linear TV:** Two :15 or :30 spots per broadcast (at open and close of each episode)
- **Streaming Video:** :15 or :30 pre-roll spots on streaming content on PBS.org, PBS app, and OTT/Connected TV platforms

## Digital

- **Display:** High-profile, in-feed banners on PBS.org, and linked logo throughout the series site
- **E-newsletters:** Linked logo and display banner (as available) in series e-newsletters

## Podcasts

- :15 or :30 sponsor spots dynamically served in PBS's podcasts

## Additional Benefits

- **Events and screenings:** Exposure at events and screenings
- **Talent and assets:** Series may provide talent for a client event such as screening, Q&A, panel discussion, etc. (pending approval and availability)





# CONTACT US

**For more information on sponsorship opportunities, contact:**

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