



# BUYER'S GUIDE

Your guide to finding the best PBS program for your brand's target audience →





# PBS: Connecting Brands to New Customers

At PBS, we cater to every brand's unique voice by connecting your company with the right audience, whether it's business influencers, decision makers, or engaged parents actively making purchasing decisions.

We excel in executing brand campaigns across all our platforms to help businesses achieve their marketing goals. Our flexible sponsorship package options include both long-term and short-term packages to meet your specific messaging needs.

**Let's explore the ideal program-target audience matchups that will help your brand effectively reach new customers.**

On PBS, your brand will gain an edge over your competition. With a limited number of non-competing brands, our sponsors stand out to our engaged audience.

Example program  
on PBS:



**1 hour | 4 sponsors**

Example program on  
a commercial network:



**1 hour | 35+ sponsors**

Source: Kantar Media 2022 during History's *Man Vs. History* on September 1, 2022; national messages only

**SPONSORSHIP GROUP**  
FOR PUBLIC TELEVISION







# PARENTS AND FAMILIES

PBS KIDS is your ultimate playground to engage with a dynamic audience of young parents who are embracing new brands at this exciting lifestage. Secure a lifelong bond with young parents by partnering with PBS KIDS.



Parents trust PBS KIDS to create educational and engaging content for their children, from preschool to middle school, to prepare their kids with the skills they need to be successful.

## ADULTS WHO WATCH PBS KIDS ARE:<sup>1</sup>

**172%**

more likely to have  
**purchased 10+ children's  
educational toys**  
in the last 12 months

**72%**

more likely  
to **buy or lease**  
**a van or**  
**minivan**

**40%**

more likely to have  
**added a bathroom**  
**to their home** in  
the last 12 months

## RECOMMENDED INDUSTRIES:

- Education
- Children's Toys & Clothing
- Baby Care
- Food & Beverage
- Childcare Services
- Insurance
- Automotive
- Real Estate
- Financial Services
- Travel
- Healthcare
- Companies with Cultural or Employee Initiatives
- Technology

Learn more about [PBS KIDS](#) >





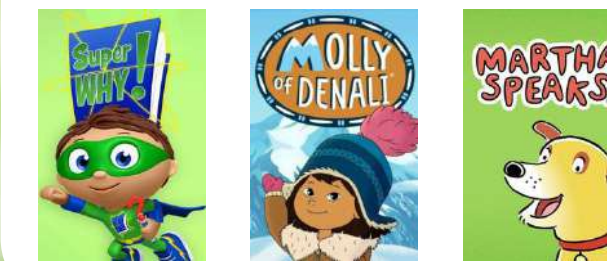
Find the perfect **PBS KIDS** program  
for your brand's mission and goals



#### STEM



#### LITERACY



#### ARTS



#### SOCIAL EMOTIONAL DEVELOPMENT



#### CULTURAL & SOCIAL STUDIES



## Also available: PBS KIDS podcasts!

PBS KIDS' family [podcasts](#) connect with listeners of all ages on a personal level, with stories that range from informative to lighthearted. Podcasts include [Arthur](#), [Keyshawn Solves It](#), [Molly of Denali](#), [Odd Squadcast](#), [Pinkalicious and Peterific](#), and [Work it Out Wombats!](#).

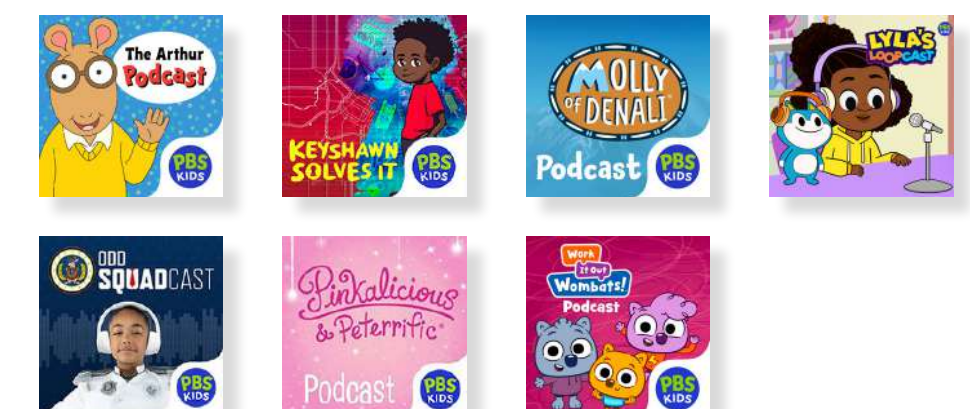
**90%**

of parents say **“when my child listens to a PBS KIDS podcast, I actively listen with them.”**<sup>2</sup>

**86%**

of parents say **“I am more likely to buy a product for my child if I hear about it on a PBS KIDS podcast rather than an advertiser on a commercial kids' podcast.”**<sup>2</sup>

#### PODCASTS







# LUXURY SEEKERS

Looking to impress a sophisticated audience  
that values the finer things in life?  
Look no further than PBS's MASTERPIECE.

**MASTERPIECE**

Reach a devoted, loyal audience who is passionate about British television, period pieces, and emotional dramas that tug on your heartstrings.

**MASTERPIECE VIEWERS ARE:<sup>1</sup>**

**106%**  
more likely to **shop**  
at **Williams-Sonoma**

**94%**  
more likely to **own/**  
**lease a Lexus**

**71%**  
more likely to **shop**  
at **Bloomingdales**

## RECOMMENDED INDUSTRIES:

- Travel
- Luxury Goods
- Automotive
- Arts & Culture
- High End Retail & Fashion
- Financial Services
- Healthcare

Learn more about [MASTERPIECE](#) >



# TRAVEL AND CULTURE ENTHUSIASTS

Aiming to seize the attention of the adventurous who are always on the lookout for new destinations and cultural experiences? Reach this audience with PBS's ANTIQUES ROADSHOW.



Millions of curious viewers flock to watch the suspense and the surprised reactions of participants as appraisers reveal an item's true value.

ANTIQUES ROADSHOW VIEWERS ARE:<sup>1</sup>

**121%**  
more likely  
to **collect art**

**63%**  
more likely to have **taken**  
**3+ cruises** in the past 3 years

**55%**  
more likely to **own**  
**a vacation home**

## RECOMMENDED INDUSTRIES:

- Travel
- Insurance
- Home Improvement
- Arts & Culture
- Genealogy/Ancestry
- Telecommunications
- Healthcare

Learn more about [ANTIQUES ROADSHOW](#) >



# NEWS JUNKIES

For brands looking to captivate news junkies who live and breathe current events, PBS's FRONTLINE is tailor-made for you.

**FRONTLINE**

With award-winning, highly respected investigative reporting, news buffs turn to FRONTLINE for in-depth analysis of today's most complex issues.

**1 in 3**  
opinion leaders who  
**influence national  
energy policy**  
watch FRONTLINE<sup>3</sup>

**1 in 3**  
opinion leaders who  
**influence scientific  
freedom & responsibility  
policy** watch FRONTLINE<sup>3</sup>

**237%**  
Frontline viewers are  
237% more likely to  
be **super-influential  
in news**<sup>1</sup>

## RECOMMENDED INDUSTRIES:

- Financial Services
- Medical Research
- Energy
- Technology
- Engineering
- Telecommunications
- Nonprofits

Learn more about [FRONTLINE](#) >





## AMERICAN EXPERIENCE

Inquisitive viewers respond positively to AMERICAN EXPERIENCE's contemporary approach to multiplatform storytelling, which connects key moments of America's history to today's most compelling issues.

### AMERICAN EXPERIENCE VIEWERS ARE:

**166%**

more likely to be  
super-influential in  
news<sup>1</sup>

**127%**

more likely to have  
great experience  
in business<sup>1</sup>

**77%**

say they would feel **proud to**  
work for a company that sponsors  
**AMERICAN EXPERIENCE<sup>2</sup>**

# HISTORY BUFFS

Grab the attention of history-loving viewers. Connect your brand to an influential audience who has a deep interest in AMERICAN EXPERIENCE's award-winning documentaries.

### RECOMMENDED INDUSTRIES:

- Companies with Cultural or Employee Initiatives
- Education
- Travel
- Automotive
- Financial Services
- Arts & Culture
- Nonprofits
- Publishers
- Healthcare
- Technology

Learn more about [AMERICAN EXPERIENCE](#) >



# TECH ENTHUSIASTS

Tap into an audience of curious tech enthusiasts! PBS's NOVA is your gateway to an audience of influential individuals who are passionate about the latest advancements and innovations in technology.

**NOVA**

Each week across multiple platforms, millions of STEM leaders — as well as everyday curious viewers — tune in to NOVA to watch inspiring stories of human ingenuity, exploration, and the quest for knowledge.

**NOVA VIEWERS ARE:<sup>1</sup>**

**115%**  
more likely to own an  
**investment portfolio**  
worth \$1M+

**59%**  
more likely to be  
**super-influential**  
in new technology

**51%**  
more likely to be  
**super-influential in**  
finance and investments

## RECOMMENDED INDUSTRIES:

- Technology
- Engineering
- Financial Services
- Travel
- Medical Research
- Telecommunications
- Healthcare
- Automotive

Learn more about [NOVA](#) >



# DIY-ERS

Build new connections and grow your reach of DIY-ers who are passionate about home improvement and design, by aligning with *This Old House*.



Connect with a dedicated audience of homeowners who are eager to learn, share, and excel in their home improvement endeavors.

## THIS OLD HOUSE VIEWERS ARE:<sup>1</sup>

**179%**

more likely to have engaged in **woodworking** in last 12 months

**141%**

more likely to be **influential consumers** of home remodeling

**62%**

more likely to have completed **3+ home remodeling projects** in last 12 months

## RECOMMENDED INDUSTRIES:

- Home Improvement
- Power Tools
- Building Materials
- Construction
- Home Decor and Furnishings
- DIY Magazines and Publications
- Automotive
- Genealogy
- Gardening
- Insurance
- Real Estate
- Pharmaceuticals

Learn more about [This Old House](#) >



# FOODIES

Hungry to reach a niche audience of passionate food lovers through PBS? Satisfy their appetites with *Lidia's Kitchen*.

## LIDIA'S KITCHEN

Viewers savor every episode as renowned chef Lidia Bastianich shares her love for Italian cuisine and provides viewers with delicious recipes and cooking tips.

LIDIA'S KITCHEN VIEWERS ARE:<sup>1</sup>

**78%**

more likely to **cook for fun 2+ times a week**

**69%**

more likely to be **considered “influential” in cooking**

## RECOMMENDED INDUSTRIES:

- Food & Beverage
- Kitchenware & Cooking Equipment
- Travel

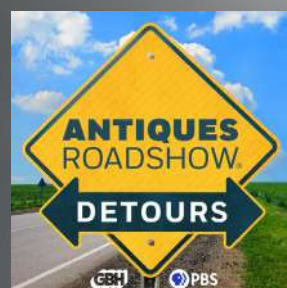
Learn more about [Lidia's Kitchen](#) >



# ON-THE-MOVERS



From essential news coverage to entertaining stories, PBS podcasts have something for everyone.



## PBS PODCASTS

Engage with a curious, intellectually-hungry audience that's eager to consume PBS content when they are on the move.

**84%**

of listeners agree: **"I have a more positive opinion of companies that sponsor PBS podcasts"**<sup>2</sup>

**81%**

of listeners agree: **"I am likely to listen (not skip) sponsor messages on PBS podcasts"**<sup>2</sup>



## RECOMMENDED INDUSTRIES:

- Travel
- Luxury Goods
- High End Retail & Fashion
- Arts & Culture
- Nonprofits
- Financial Services
- Medical Research
- Energy
- Technology
- Engineering
- Telecommunications
- Genealogy/Ancestry
- Insurance
- Healthcare

Learn more about [PBS Podcasts](#) >



Partnering with PBS offers your brand a unique opportunity to connect with targeted audiences through trusted, informative, and engaging content. By strategically aligning your brand with specific PBS programs, your brand can reach valuable audiences you can't find anywhere else.

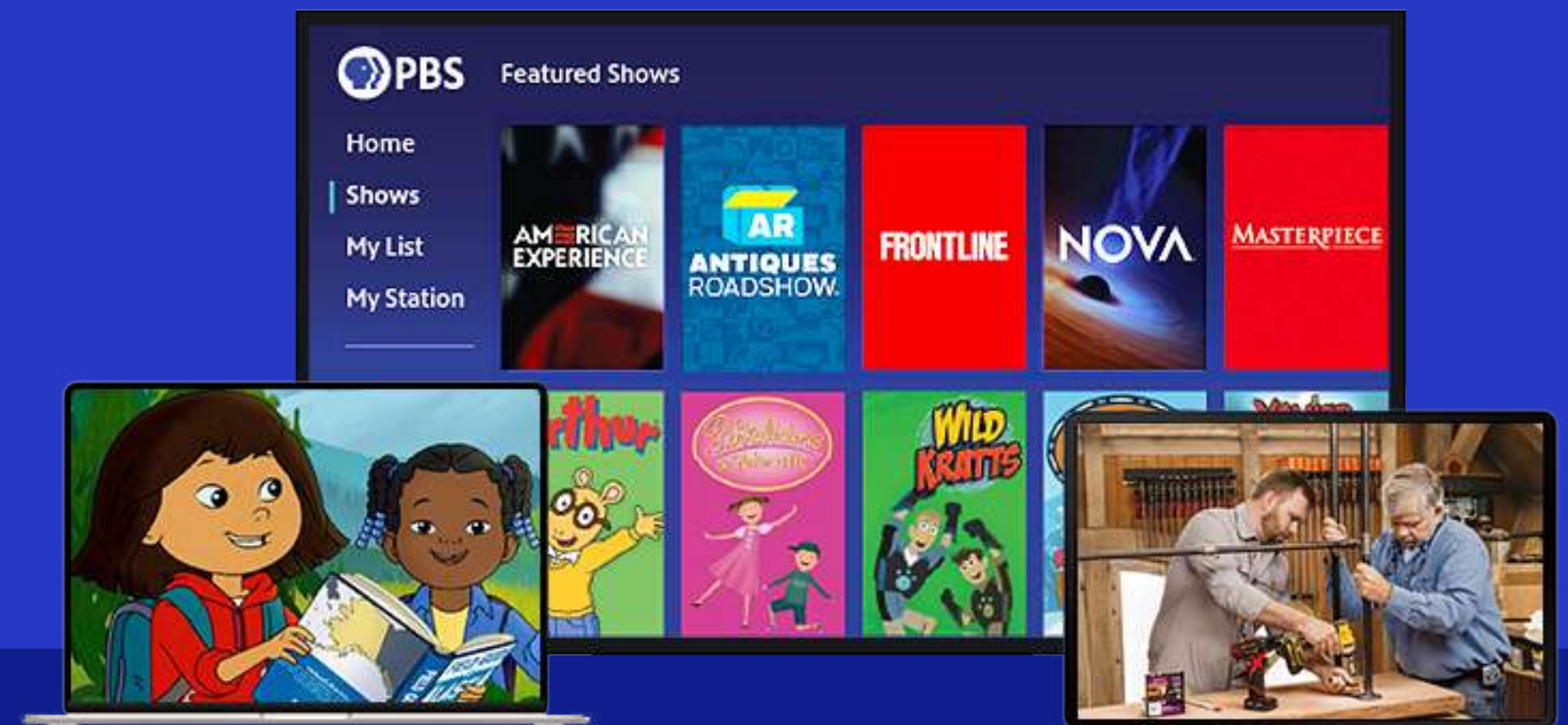
## **SPONSORSHIP GROUP FOR PUBLIC TELEVISION**



The Sponsorship Group for Public Television represents the best corporate sponsorships on PBS, with national inventory from GBH Boston and other quality public media content across all genres.

### **Contact us:**

800.886.9364 | [SGPTV@wgbh.org](mailto:SGPTV@wgbh.org) | [www.sgptv.org](http://www.sgptv.org)



Sources: **1:** 2024 MRI Simmons Spring Doublebase, USA, A18+; **2:** Dynata | SGPTV, US Video Audience Insights 2025; **3:** 2024 Opinion Leader