2026

MEDIA KIT

PBS

PBS KIDS

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.

ANTIQUES ROADSHOW

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

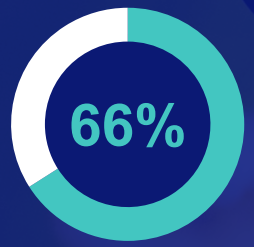
Part of GBH Boston, a leading producer of PBS linear, streaming and digital content including MASTERPIECE, ANTIQUES ROADSHOW, NOVA and FRONTLINE

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

MASTERPIECE

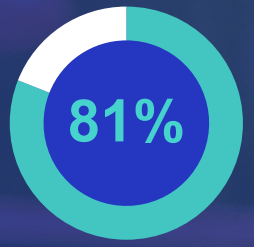
PBS is ranked the #1 most trusted media institution for the 22nd year in a row.

TRUST in PBS…

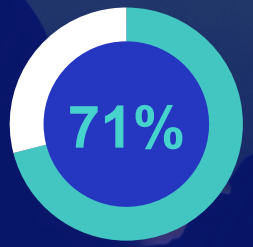


of Americans say PBS is the **most trusted institution**

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*

Source: PBS Trust Flyer 2025 – fielded by YouGov; *Dynata | SGPTV, US Video Audience Insights 2025

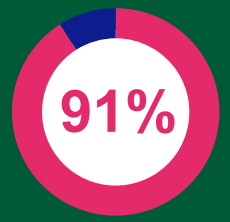
Parents turn to PBS KIDS for trusted content

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

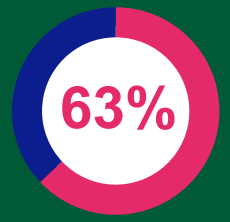
"I feel so much better about the sponsors on PBS KIDS and about my kids seeing their spots."

"When my child is watching PBS KIDS, **I will watch with them."**

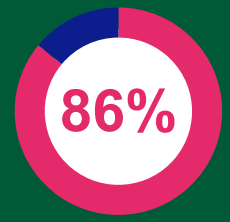
PBS KIDS Viewer



of parents say "PBS KIDS is the **leader in quality educational children's programming"**



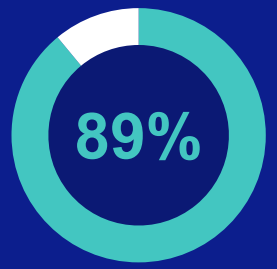
of the PBS KIDS **linear audience is A18+*** and 50% of the PBS KIDS' **streaming audience is A18+****



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

Source: Dynata | SGPTV, US Video Audience Insights 2025 | *Nielsen NTI Live+7, 10/24-6/25, PBS KIDS combined programming | **Nielsen NTI Live+7, 10/24-9/25, PBS KIDS streaming content ratings for PBS originated children's programming

Programs available for sponsorship



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

ANTIQUES ROADSHOW

PBS KIDS

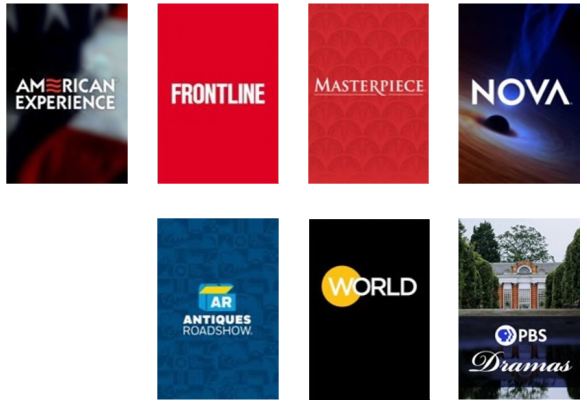
STEM

LITERACY

SOCIAL EMOTIONAL DEVELOPMENT

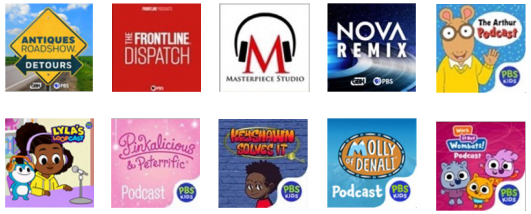
ARTS, CULTURE, & SOCIAL STUDIES

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.

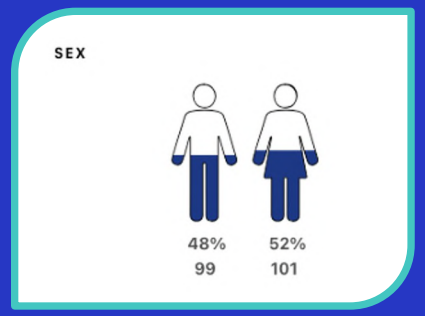
When you compare the affluent, educated leaders that make up the PBS audience to the average US Adult 18+:

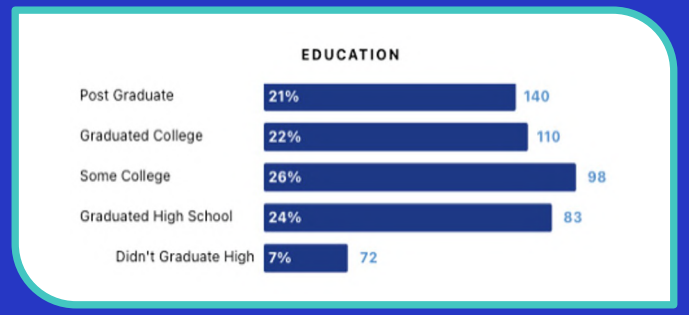
	PBS's **linear viewers** are…	PBS's **digital users and video viewers** are…*
Affluent	**64%** more likely to have a HH **net worth of $2MM+**	**114%** more likely to have a HH **net worth of $2MM+**
Educated	**50%** more likely to have a **doctorate degree**	**201%** more likely to have a **doctorate degree**
Leaders	**50%** more likely to be a **C-Suite Executive**	**86%** more likely work in **C-Suite Executive**

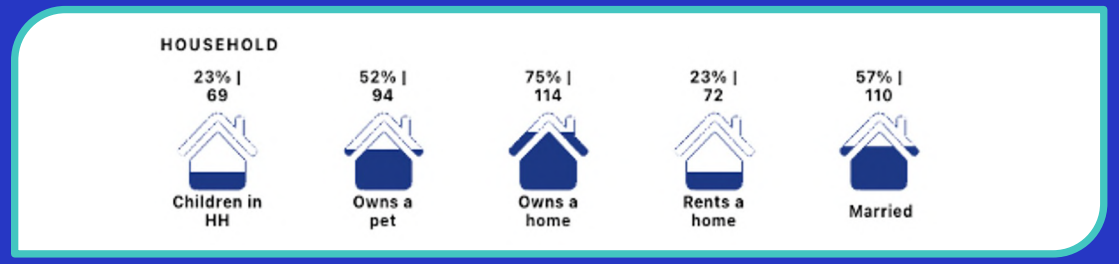
Sources: 2025 MRI-Simmons Spring Doublebase USA, A18+, viewed past 30 days
*PBS.org, PBS App or PBS Passport users

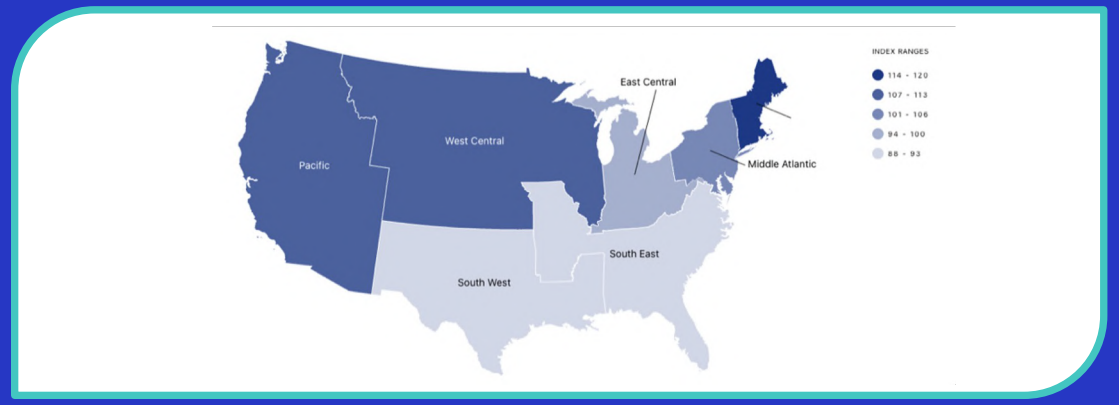
THE PBS DIFFERENCE: VALUABLE AUDIENCE

PBS

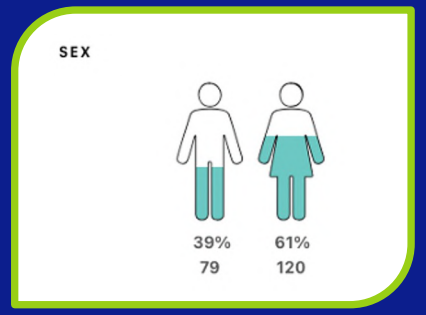


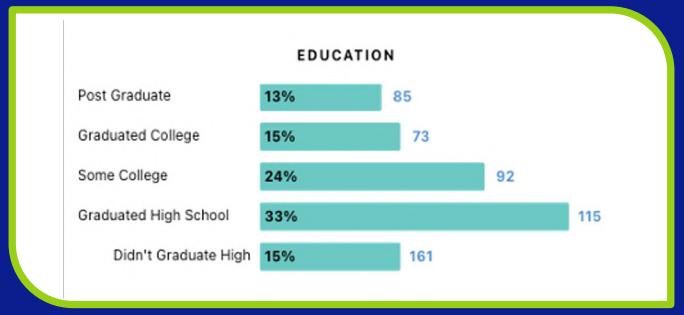


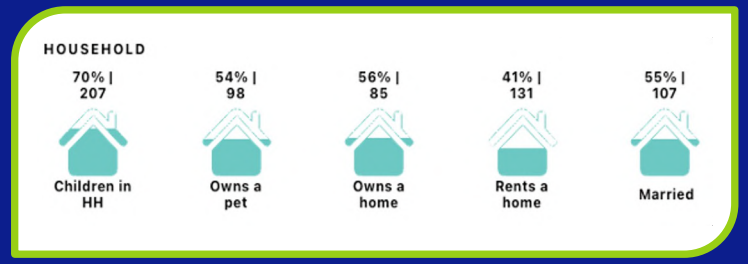


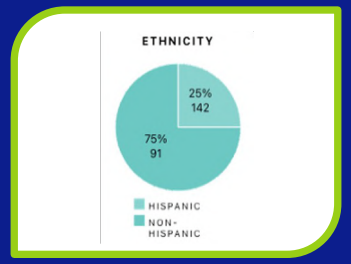


PBS KIDS





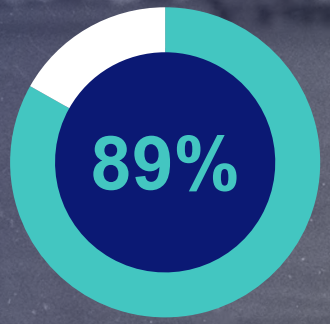




Source: 2025 MRI-Simmons Summer Doublebase USA Weight type: Population (000) Base: Study Universe
*Projections relatively unstable, use with caution

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

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

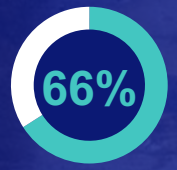
- One pre-roll pod at the open
- :30 or :15 messages
- Un-skippable
- Uninterrupted content

On PBS general audience programs

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.

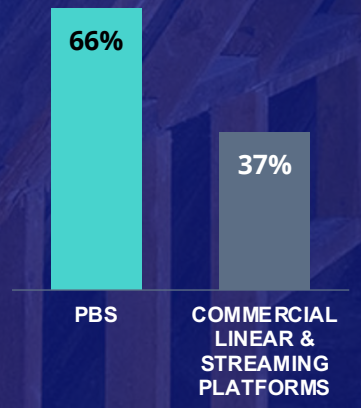
PBS viewers prefer to buy from PBS corporate sponsors



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.



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

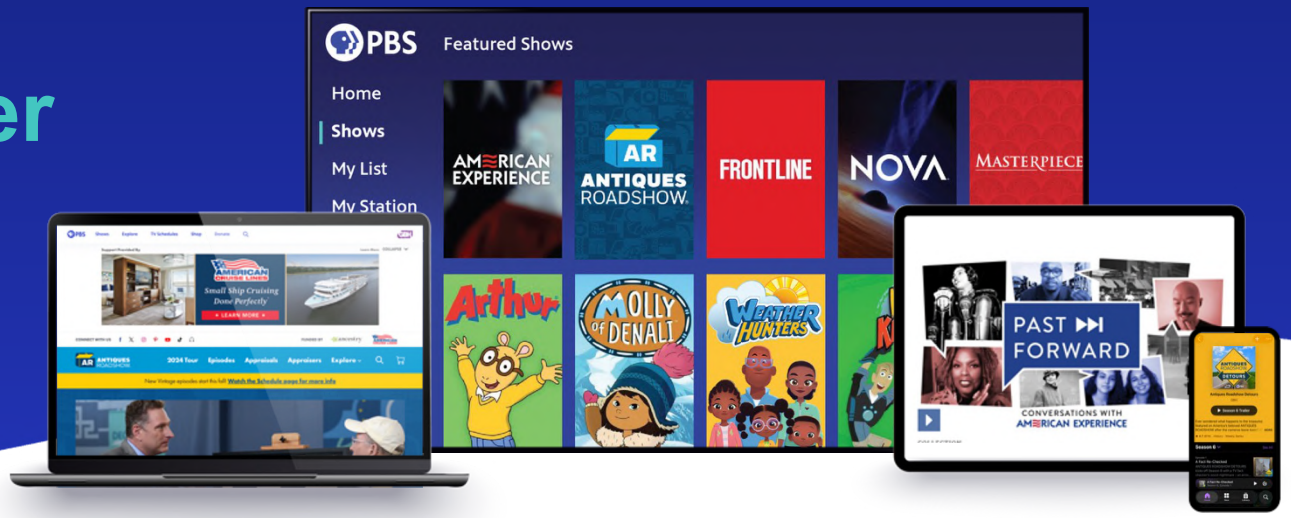
70%

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

This Old House

Source: Dynata | SGPTV, US Video Audience Insights 2025

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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800.886.9364