



# EXPAND YOUR REACH BY CONNECTING WITH KIDS AND THEIR CAREGIVERS

## PBS® AND PBS SoCal KIDS ARE AMERICA'S LARGEST CLASSROOM

- PBS KIDS is available in **95%** of U.S. households, providing kids access to what may be their only source of educational TV <sup>1</sup>
- PBS stations **reach more kids** 2-5 than any kids cable network <sup>2</sup>
- **69%** of kids 2-8 watch PBS KIDS <sup>2</sup>

**PBS SoCal KIDS reaches  
multicultural communities,  
families, kids and teachers.**

Sources:

1. Nielsen TV Universe Estimate, 2017

2. Nielsen NPOWER, I+7, 14-NTI 15-16 Season, M-Su 6A-6A time period reach for, PBS stations, Disney, Disney Jr., DXD, Nick, Nick Jr., Nick Toons, Sprout, and TOON. Moms of young children = LOH 18, K2-5, K2-8, W18-49 w/C<6



## BENEFIT FROM A POSITIVE ASSOCIATION WITH PARENTS, MOMS AND CAREGIVERS

Moms and caregivers watch PBS KIDS programming with their children.

- Adults make up **49%** of the viewing audience <sup>1</sup>

Moms and parents hold companies that support PBS KIDS in high regard

- **87%** of parents appreciate companies that provide support for PBS KIDS programs and services <sup>2</sup>

## STAND OUT IN A CLUTTER-FREE ENVIRONMENT

- Per hour, PBS KIDS airs under **2.5** minutes of sponsorship and promotional messages compared to **14** minutes per hour on commercial and cable <sup>3</sup>
- **More than half** of parents say they pay attention to sponsor messages on PBS KIDS <sup>4</sup>

**Place your message in top quality, educational programming and events for families and establish trust in your brand by partnering with PBS SoCal KIDS**

Sources:

1. Nielsen NPOWER L+7 9/21/2015 - 9/18/2016, GAA(000), PBS Child Multi-weekly
2. CARAVAN ORC International, January 2014
3. Nielsen, Oct 2015
4. ORC Parent CARAVAN, April 2014

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