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
- PBS stations reach more kids 2-5 than any kids cable network
- 69% of kids 2-8 watch PBS KIDS

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

Sources:
1. Nielsen TV Universe Estimate, 2017
2. Nielsen NPOWER, L+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
4. ORC Parent CARAVAN, April 2014

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