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## A PBS KIDS sponsorship gives brands **MORE**



**MORE** is not always better...but it is on PBS KIDS!

### **MORE** parents

**53%** of PBS KIDS viewers are **adults**

### **MORE** kids 2-11

PBS KIDS is **#1 in ratings**, beating all other kids' cable networks

### **MORE** diverse families

PBS reaches more **Hispanic, Black, Asian American, and Native American kids** ages 2-8 than any other children's network

### **MORE** trust

**85%** of parents say PBS KIDS is a **trusted and safe place for children** to watch television and play digital games

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Your support of PBS KIDS content builds trust for your brand — and purchase

preference, too! Contact us to learn more about [PBS KIDS linear television, digital and podcast opportunities](#) for corporate sponsorship.

## CONTACT US

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**SGPTV**

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Source: Nielsen NTI Live+7 10/19-9/20, A18+ vs P2-17 (000) | Nielsen NTI Live+7 10/19-9/20, W18-49 w/ K<12, PBS KIDS - Child Multi Weekly; Cable: M-F 6A-5P | Nielsen NPOWER, 9/23/2019 - 9/20/2020, L+7 M-Su 6A-6A TP reach, 50% unif., 1+min., K2-11. LOH18-49w/C<6. K2-8 Hispanic, Black, Asian/Pacific Islander, American/Alaskan Native. All PBS Stations, children's cable TV networks | Marketing & Research Resources, Inc. (M&RR) 2021

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