PRIMETIME PBS KIDS: Why Sponsor LIFESTYLE PODCASTS+

2021-22 MEDIA KIT

PBS

PBS KIDS

SPONSORSHIP GROUP for Public Television
The best sponsorships on PBS
PBS and PBS KIDS are leaders in quality content

**Trusted**
PBS is ranked the #1 most trusted institution for the 18th year in a row.

Source: Marketing & Research Resources, Inc. (M&RR) January 2021

**Quality**
90% of parents say PBS KIDS is “the leader in quality children’s programming.”


**Unrivaled**
85% of viewers say PBS “provides content I can’t find anywhere else.”


The Smart Choice for Sponsors
PBS viewers are the quality audiences that brands want

**PBS PRIMETIME viewers**

**Influential**
+137% more likely to be Tech-enthusiasts

+49% more likely to be Influential in Finance/Investment

**Educated**
+44% more likely to have a Doctorate Degree

**Affluent**
+51% more likely to have a HH net worth of $1MM+

**PBS KIDS viewers**

53% of all PBS KIDS viewers are Adult 18+

28% of all Women 18–49 with Kids <12 watch PBS KIDS

#1 PBS KIDS is the leader in reaching Kids 2–5, Kids 2–11 and diverse Kids

SGPTV represents the best of PBS

PRIMETIME:
- American Experience
- Frontline
- Antiques Roadshow
- NOVA
- Future of Work
- Stories of the Stage
- The MYSTERIES of Mental Illness
- American Veteran
- Masterpiece

PBS KIDS:
- Arthur
- Wild Kratts
- Molly of Denali
- Dinosaur Train
- Elinor Wonderly
- Hero Elementary
- Odd Squad
- Peg + Cat
- Slug and Bubbles
- The Cat in the Hat Knows a Lot About Music
- Curious George
- Fred From Nowhere
- Puff the Magic Dragon
- Arthur's Teacher of the Year

LIFESTYLE:
- Lidia's Kitchen
- Simply Ming: Mediterranean Secrets

PODCASTS+
- Detours
- In Frontline Dispatch
- 00 Squadcast
- Innovation Hub
- Parentalogic
- Nova Now

Why Sponsor LIFESTYLE PODCASTS+

SGPTV.org | 800.886.9364 | SGPTV@wgbh.org
PBS is **uninterrupted** and **uncluttered for sponsors**

The unique PBS value proposition

**ONLY on PBS!**

- Just two :60 sponsor pods, one at the open and one at the close of each program
- :30 or :15 sponsor messages
- Limited to a maximum of 4 sponsors per program
- Sponsors are category exclusive
- Programming is break-free and uninterrupted
The PBS “Halo Effect” creates sponsor appreciation & preference to buy

Because viewers respect brands that sponsor PBS > they are more likely to buy from those brands

76% of parents say “I trust the sponsors on PBS KIDS more than I trust the advertisers on other children’s networks”

69% of PBS viewers say they respect brands because of their support of PBS

Source: KANTAR Media/SGPTV Viewer Attitudes & Behaviors Study, 4/27/20–5/16/20

How to read:
52% of PBS viewers prefer to buy a product or service from a company because they sponsor PBS vs 26% of cable viewers preferring to buy from a cable advertiser, and 29% of broadcast viewers preferring to buy from a broadcast advertiser.
PBS offers **multiplatform** sponsorship opportunities

Extensions may vary based on level of investment and timing

**VIDEO**
Linear & Streaming

**PBS KIDS**

**PBS**

**DIGITAL**

**PODCASTS**

**EVENTS, SCREENINGS & TAPINGS**

**SOCIAL**

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*See last page for trademark and copyright information*
PBS PRIMETIME

**AMERICAN EXPERIENCE**
Airs: Tuesdays | 9pm

*American Experience’s documentary films chronicle the unforgettable events and people that have made us who we are today. Through the power of storytelling, this award-winning series captivates millions of smart, engaged and influential viewers who care about America’s issues and civic literacy.*

**AMERICAN VETERAN**
4-episode special | Oct. 26, Nov. 2, 9 & 16, 2021 in Primetime

*PBS is proud to present a new 4-part special documenting the experiences of American veterans, both current and historical. In unforgettable testimony, the men and women of the military reveal their personal and transformative journeys, in war and in peace.*

**ANTIQUES ROADSHOW®**
Airs: Mondays | 8pm & 9pm

*Is it junk—or a jewel? Come along as PBS’s most popular primetime series travels to distinctive settings across the country, inviting people to bring their prized possessions for expert appraisal. And witness the surprise reactions when attendees are told an item’s true value!*

**FRONTLINE®**
Airs: Tuesdays | 10pm

*This award-winning, highly respected investigative journalism series questions, explains and changes the way we see our world. Boldly tackling complex issues and illuminating the critical issues of our times, FRONTLINE documentaries open our eyes, often provoking important change.*

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**Source:** Nielsen NTI Live+7, 10/19–9/20, projection based on PBS Primary Affiliates, M–Su 8p–11p
FUTURE OF WORK
3-episode special | September 1, 8 & 15, 2021 | 10pm
Work as we know it is changing. It is a change that was inevitable and has been accelerated by COVID-19. This 3-part special offers an insightful look at the future of work, the new opportunities it will bring and what today’s workforce can do to prepare.

FUTURE OF WORK
NEW

MASTERPIECE
Sundays | 9pm with additional hours at 8pm & 10pm
No one does drama like MASTERPIECE! Each week, PBS’s highest rated ongoing series delivers its signature brand of sophisticated drama to a large and loyal audience. It’s no wonder MASTERPIECE has earned such a devoted following and numerous awards!

The MYSTERIES of MENTAL ILLNESS
A 4-hour documentary
June 22 & 23, 2021 | 9–11pm
One in four Americans will experience mental health issues over the course of their lifetime. The Mysteries of Mental Illness aims to raise awareness and break the long-held stigma associated with mental illness.

NOVA®
Wednesdays | 9pm
This award-winning series gives viewers unprecedented access to extraordinary science. Each week, NOVA takes millions of curious viewers on an unforgettable voyage of discovery as it reveals cutting-edge breakthroughs in science, technology and engineering.

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нова
футуэр оф рабк

Why Sponsor
LIFESTYLE
PODCASTS
PRIME TIME
PBS KIDS
STORIES FROM THE STAGE®
Airs: Mondays @ 9:30pm
WORLD Channel
Featuring everyday people sharing extraordinary moments, Stories from the Stage captures the emotion, power and connections made from sharing personal stories. Sponsors also gain access and visibility at live storytelling events.

WORLD CHANNEL
Airs: 24/7
WORLD Channel presents a wealth of original, non-fiction content from a group of established, emerging and diverse filmmakers, to cultivate our collective understanding of one another, bridge our differences and identify our commonalities.

<table>
<thead>
<tr>
<th>Demos*</th>
<th>Ratings Impressions (000)</th>
<th>Average Impressions (000)</th>
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<tr>
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<tr>
<td>A35–64</td>
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US TV HH Coverage: 71%

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<td>A35–64</td>
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US TV HH Coverage: 67.3%

Source: TRAC Media Services, 5/20, Sweeps + Carriage Summary 10/19–9/20
Source: Nielsen NTI Live+7, 10/29–12/20, World Channel | TRAC Media Services 2020
**ARTHUR®**
*Airs: Monday–Friday | Daily*

Hit series *Arthur* appeals to all generations with its fresh, modern and humorous approach to presenting the trials and tribulations of growing up. With a focus on social emotional learning, *Arthur* helps viewers develop positive social skills and navigate the world around them in an inclusive and understanding way.

**CAT IN THE HAT KNOWS A LOT ABOUT THAT!®**
*Airs: Monday–Friday | Daily*

Based on the best-selling books by Dr. Seuss, this series is designed to spark a love of math and science in preschoolers. Each episode follows the Cat (voiced by award-winning actor Martin Short) and his friends, as they embark on fun, scientific adventures.

**CURIOUS GEORGE®**
*Airs: Monday–Friday | Daily*

*Curious George* follows the adventures of everybody’s favorite little monkey, while introducing kids to basic science, math and engineering concepts. Aimed at preschoolers, each episode follows George as he explores the world around him—often creating mischief along the way!

**DINOSAUR TRAIN™**
*Airs: Monday–Friday | Daily*

From the legendary Jim Henson Company comes *Dinosaur Train*, an animated series for 3–6 year olds that embraces kids’ fascination for both dinosaurs and trains. Each half hour episode encourages basic scientific thinking skills as kids learn about science, natural history and paleontology.

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### Demos *

<table>
<thead>
<tr>
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<th>Ratings</th>
<th>Impressions</th>
<th>Average</th>
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<tr>
<td>W18– 49 w/K2–5</td>
<td>0.5</td>
<td>66</td>
<td>58</td>
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**US TV HH Coverage: 98%**

**Total Weekly Viewers P2+ (000): 1,813**

Source: Nielsen NTI Live+7, 10/19–9/20 | TRAC Media Services, 10/19–9/20

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### Demos *

<table>
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<th>Ratings</th>
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<td>70</td>
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<tr>
<td>W18– 49 w/K2–5</td>
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**US TV HH Coverage: 98%**

**Total Weekly Viewers P2+ (000): 1,785**

Source: Nielsen NTI Live+7, 10/19–9/20 | TRAC Media Services, 10/19–9/20

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### Demos *

<table>
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<td>114</td>
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<td>Kids 2–11</td>
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<td>W18– 49 w/K2–5</td>
<td>0.5</td>
<td>50</td>
<td>70</td>
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**US TV HH Coverage: 98%**

**Total Weekly Viewers P2+ (000): 1,785**

Source: Nielsen NTI Live+7, 10/19–9/20 | TRAC Media Services, 10/19–9/20

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*See last page for trademark and copyright information*
ELINOR WONDERS WHY®
Airs: Monday–Friday | Daily
Join Elinor and her friends as they ask the questions in every kid’s mind, and use basic scientific skills to connect nature to their everyday lives. Targeted to a pre-school audience, Elinor Wonders Why shows kids that science is not just a list of facts, but a way of answering questions and learning about the world.

HERO ELEMENTARY
Airs: Monday–Friday | Daily
At Hero Elementary, young superheroes learn how to master their emerging superpowers and use science to solve problems. Aimed at kids 4-7, the series integrates science and adventure to ignite kids’ natural curiosity about how the world works.

LET’S GO LUNA!
Airs: Monday–Friday | Daily
Let’s Go Luna! is a whimsical series that celebrates diversity and inspires global curiosity. With their trusted guide, Luna the Moon, three friends explore the world, introducing kids to local languages, music and daily life across continents, emphasizing connections with communities beyond their own neighborhood.

MOLLY OF DENALI
Airs: Monday–Friday | Daily
Meet Molly, a 10-year old girl from the Denali region of Alaska. Whether she’s using a map to navigate a dog sled delivery or navigating through fog-shrouded islands in search of puffins, Molly introduces kids to the rich history and culture of Alaska while also helping them develop skills around informational text.

<table>
<thead>
<tr>
<th>Demos*</th>
<th>Ratings Impressions (000)</th>
<th>Average Impressions (000)</th>
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<tr>
<td>W18–49 with/K2–5</td>
<td>0.9</td>
<td>111</td>
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US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 1,831*

Demos* | Ratings Impressions (000) | Average Impressions (000) |
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US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 2,015

Demos* | Ratings Impressions (000) | Average Impressions (000) |
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<tr>
<td>HH</td>
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<td>Kids 4-8</td>
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<td>Kids 2–11</td>
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<td>289</td>
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<tr>
<td>W18–49 with/K2–5</td>
<td>0.6</td>
<td>83</td>
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US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 2,171

Source: Nielsen NTI Live+7, 10/19–9/20 | TRAC Media Services, 10/19–9/20

*See last page for trademark and copyright information
**NATURE CAT**  
**Airs: Monday–Friday | Daily**

Nature Cat follows the adventures of Fred the cat, an ordinary house cat who dreams of the great outdoors. When his family leaves for the day, he transforms into Nature Cat, and he and his pals embark on action-packed adventures in the great outdoors.

<table>
<thead>
<tr>
<th>Demos*</th>
<th>Ratings Impressions</th>
<th>Average Impressions</th>
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**US TV HH Coverage: 98%**

**Total Weekly Viewers P2+: (000): 2,166**

Source: Nielsen NTI Live+7, 10/19–9/20 | TRAC Media Services, 10/19–9/20

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**ODD SQUAD**  
**Airs: Monday–Friday | Daily**

Created by Fred Rogers Productions and Sinking Ship Entertainment, this delightful live-action series follows the adventures of a diverse group of young agents whose mission is to investigate strange happenings wherever oddness occurs, while also helping kids practice problem-solving, resilience and collaboration.

<table>
<thead>
<tr>
<th>Demos*</th>
<th>Ratings Impressions</th>
<th>Average Impressions</th>
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<td>W18–49 w/K2–5</td>
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**US TV HH Coverage: 98%**

**Total Weekly Viewers P2+: (000): 1,744**

Source: Nielsen NTI Live+7, 10/19–9/20 | TRAC Media Services, 10/19–9/20

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**PEG + CAT**  
**Airs: Monday–Friday | Daily**

From Fred Rogers Productions come this playful series that inspires preschoolers’ natural curiosity about math, and helps them develop new skills and strategies for solving problems in their daily lives. Through engaging characters, stories and music, the show celebrates the ways in which math plays a role in everyday life.

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<tr>
<th>Demos*</th>
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<th>Average Impressions</th>
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<td>Kids 2–11</td>
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<td>W18–49 w/K2–5</td>
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**US TV HH Coverage: 98%**

**Total Weekly Viewers P2+: (000): 628**

Source: Nielsen NTI Live+7, 10/19–9/20 | TRAC Media Services, 10/19–9/20

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**PINKALICIOUS & PETERRIFIC**  
**Airs: Monday–Friday | Daily**

Join the fun as Pinkalicious and her brother Peter look for ways to turn the everyday hoopla into something extraordinary! With a focus on social and emotional learning, this fan-favorite PBS KIDS series encourages kids to be creative and celebrates the arts in all its forms — dance, theater, music, and the visual arts.

<table>
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<tr>
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<td>Kids 2–11</td>
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<td>366</td>
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<td>W18–49 w/K2–5</td>
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**US TV HH Coverage: 98%**

**Total Weekly Viewers P2+: (000): 2,334**

Source: Nielsen NTI Live+7, 10/19–9/20 | TRAC Media Services, 10/19–9/20
PLUM LANDING
Digital Series

Plum Landing is a web-original adventure that encourages kids to get outdoors and interact with nature. The series follows the adventures of Plum, a video game designer from the desolate Planet Blorb, who zooms to Earth longing to experience the great outdoors, and begins a series of fun, nature-based missions.

Monthly Engagement

- Kids Page Views: 1.3M+
- Users: 178K+
- Sessions: 299K+
- Time Spent: 6:32

Source: Google Analytics 10/19–9/20 Avg Monthly

THE RUFF RUFFMAN SHOW
Short-form animated digital science series

Canine host extraordinaire, Ruff Ruffman, stars in this animated digital science series. The Ruff Ruffman Show is a collection of science themed videos designed to help kids ages 4-8 think, talk, act and feel like scientists.

Monthly Engagement

- Kids Page Views: 1.8M+
- Users: 180K+
- Sessions: 309K+
- Time Spent: 5:44

Source: Google Analytics 10/19–9/20 Avg Monthly

READY JET GO™
Airs: Monday–Friday | Daily

Curiosity about space starts early, as soon as kids are old enough to look up at the sky and wonder: What's up there? Ready Jet Go! introduces kids to astronomy and earth science through the adventures of an animated alien boy named Jet Propulsion!

Ready Jet Go!

Demos*

<table>
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<tbody>
<tr>
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<td>Kids 4-8</td>
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</tr>
<tr>
<td>W18–49 w/K2–5</td>
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<td>46</td>
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US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 1,176

Source: Nielsen NTI Live+7, 10/19–9/20 | TRAC Media Services, 10/19–9/20

SPLASH AND BUBBLES
Airs: Monday–Friday | Daily

This Emmy nominated children’s series follows the adventures of Splash, Bubbles, Dunk, and Ripple as they dive into the incredible world of marine biology and oceanography. Together, these aquatic friends explore themes such as interconnectedness, diversity and the importance of taking care of the ocean.

SPLASH AND BUBBLES

Demos*

<table>
<thead>
<tr>
<th>Demos*</th>
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<tr>
<td>Kids 2–11</td>
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<td>99</td>
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<tr>
<td>W18–49 w/K2–5</td>
<td>0.3</td>
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US TV HH Coverage: 98%
Total Weekly Viewers P2+ (000): 957

Source: Nielsen NTI Live+7, 10/19–9/20 | TRAC Media Services, 10/19–9/20

*See last page for trademark and copyright information
**WILD KRATTS®**
**Airs: Monday–Friday | Daily**

*Wild Kratts* is an animated animal adventure that takes kids around the world to meet all sorts of animals, from the cute and cuddly to the awesome and bizarre. Featuring the animated versions of popular zoologists and children's entertainers Chris and Martin Kratt, *Wild Kratts* is a science show that families are enjoying together.

<table>
<thead>
<tr>
<th>Demos*</th>
<th>Ratings Impressions (000)</th>
<th>Average Impressions (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH</td>
<td>0.6</td>
<td>716</td>
</tr>
<tr>
<td>Kids 2–5</td>
<td>1.6</td>
<td>253</td>
</tr>
<tr>
<td>Kids 4–8</td>
<td>1.2</td>
<td>247</td>
</tr>
<tr>
<td>Kids 2–11</td>
<td>1.1</td>
<td>454</td>
</tr>
<tr>
<td>W18–49 w/K2–5</td>
<td>0.9</td>
<td>123</td>
</tr>
</tbody>
</table>

**US TV HH Coverage: 98%**
**Total Weekly Viewers P2+ (000): 2,439**

Source: Nielsen NTI Live+7, 10/19–9/20 | TRAC Media Services, 10/19–9/20

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**XAVIER RIDDLE AND THE SECRET MUSEUM**
**Airs: Monday–Friday | Daily**

This exciting series teaches kids that everyone can do remarkable things! Follow the adventures of three children as they travel back in time to meet real life heroes when they were kids, and learn about the challenges these inspirational figures faced and the path they took to achieve greatness.

<table>
<thead>
<tr>
<th>Demos*</th>
<th>Ratings Impressions (000)</th>
<th>Average Impressions (000)</th>
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<tbody>
<tr>
<td>HH</td>
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<td>503</td>
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<tr>
<td>Kids 2–5</td>
<td>1.2</td>
<td>181</td>
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<tr>
<td>Kids 4–8</td>
<td>0.8</td>
<td>165</td>
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<tr>
<td>Kids 2–11</td>
<td>0.8</td>
<td>314</td>
</tr>
<tr>
<td>W18–49 w/K2–5</td>
<td>0.7</td>
<td>91</td>
</tr>
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</table>

**US TV HH Coverage: 98%**
**Total Weekly Viewers P2+ (000): 2,157**

Source: Nielsen NTI Live+7, 10/19–9/20 | TRAC Media Services, 10/19–9/20
LIFESTYLE

BORN TO EXPLORE
Airs: Weekends
The world is full of beauty and wonder just waiting to be discovered. In this exciting series, host Richard Wiese takes viewers around the world in search of adventure, wildlife, and cultures untouched by modern civilization.

CLASSIC WOODWORKING
Airs: Weekends
Classic Woodworking follows host and master woodworker Tom McLaughlin as he transforms beautiful hardwood into pieces anyone would be proud to have in their homes. In partnership with Fine Woodworking magazine, Tom guides viewers through easy-to-follow steps, inspiring woodworkers at every skill level.

LIDIA’S KITCHEN
Airs: Weekends
Nourish you soul and join Emmy-winning TV host, restaurateur and celebrity chef Lidia Bastianich as she draws upon her Italian roots to conjure up simple but delicious seasonal dishes, while simultaneously imparting invaluable tips to her viewers about how to buy and store ingredients.

Demos*
<table>
<thead>
<tr>
<th>Demos*</th>
<th>Ratings (000)</th>
<th>Impressions (000)</th>
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<tr>
<td>A25-54</td>
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Estimated US TV HH Coverage: 95%

Source: TRAC Media Services, 5/20, Sweeps + Carriage Summary 10/19–9/20

LIDIA’S KITCHEN
Airs: Weekends
Nourish you soul and join Emmy-winning TV host, restaurateur and celebrity chef Lidia Bastianich as she draws upon her Italian roots to conjure up simple but delicious seasonal dishes, while simultaneously imparting invaluable tips to her viewers about how to buy and store ingredients.

THE LIFE OF LOI: Mediterranean Secrets
Coming in Fall 2021 | 13 New Episodes
An exciting new series about food and wellness with a dash of history. Hosted by Maria Loi, well-known Greek TV personality and chef, each episode transports viewers back to Maria’s homeland in Greece to explore the roots of the Mediterranean diet before returning to New York to recreate a modern interpretation of this ancient cuisine.

Demos*
<table>
<thead>
<tr>
<th>Demos*</th>
<th>Ratings (000)</th>
<th>Impressions (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>HH</td>
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<tr>
<td>A25-54</td>
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<td>W35-64</td>
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Estimated US TV HH Coverage:

Source: Nielsen NTI Live+7, 10/19–9/20, projection based on PBS Primary Affiliates, Sa–Su 11a–11p

*See last page for trademark and copyright information

SGPTV.org | 800.886.9364 | SGPTV@wgbh.org
SIMPLY MING®
Airs: Weekends

Emmy Award-winning chef, author, and restaurateur Ming Tsai shows viewers how busy families can prepare simple and delicious meals at home every night of the week, finding inspiration from his own east-meets-west pantry.

<table>
<thead>
<tr>
<th>Demos*</th>
<th>Ratings Impressions (000)</th>
<th>Average Impressions (000)</th>
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<tbody>
<tr>
<td>HH</td>
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<td>A25–54</td>
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<tr>
<td>W35–64</td>
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</table>

US TV HH Coverage: 94%

Source: TRAC Media Services, 5/20, Sweeps + Carriage
Summary 10/19–9/20
What happens to all that stuff on America’s favorite antiques show once the cameras leave town? Join host Adam Monahan, longtime producer of PBS’s *Antiques Roadshow*, as he reveals the stories, secrets, and surprises of TV treasures beyond the screen. Each episode of DETOURS tells the deeper story of one object, amazing and amusing listeners along the way. From WGBH and PRX.

Each episode of The FRONTLINE Dispatch focuses on uncovering crucial domestic and international stories, with the same authenticity and transparency that you’ve come to expect from FRONTLINE’s award-winning documentaries.

Innovation Hub embraces inventive ideas that impact every aspect of our lives. From education to medicine, transportation to the economy, politics to technology, in each episode of this podcast host Kara Miller talks to writers, scholars and experts who challenge our assumptions.

The MASTERPIECE Studio podcast is a VIP backstage pass to all things MASTERPIECE. Each episode gives ardent fans an insider’s view of the amazing talent in front of and behind the camera, with intimate conversations and surprising personal stories. Fans experience what they love best about MASTERPIECE: incredible storytelling, inspired acting, and great craftsmanship.
MOLLY OF DENALI
Children | Podcast

The Molly of Denali podcast is an exciting companion to the hit series on PBS KIDS. Season 1 and 2 were huge hits with families, and season 3 brings even more excitement! Join Molly on a tail-wagging adventure when she unexpectedly finds herself in the Arctic Wolf Junior Relay dog sled race!

NOVA NOW
General Audience | Podcast

From the producers of NOVA, NOVA Now looks at the stories defining and changing our world, and uses science as the filter to make sense of it all. In each episode, host Alok Patel looks at the science behind the headlines, analyzing a current news story from a science perspective.

ODD SQUADCAST
Children | Podcast

From Fred Rogers Productions and Sinking Ship Entertainment comes the “Odd Squadcast.” This serialized podcast follows Odd Squad fan favorite Millie Davis (aka “The Big O”) as she hosts a radio address for agents all over the world, all the while trying to stop an odd invasion on Headquarters.

PARENTALOGIC
General Audience | YouTube Series

From the producers of NOVA, Parentalogic is a YouTube series that helps parents wade through all the conflicting and confusing information about parenting. Each episode dives into a topic that is central to parenting with wisdom from leading experts.
PINKALICIOUS & PETERRIFIC
Children | Podcast

Sing along with Pinkalicious and her little brother Peter on the Pinkalicious and Peterrific podcast, a delightful musical companion to the hit series on PBS KIDS. Each episode is hosted by the brother-sister duo as they sing their favorite songs from the Pinkalicious and Peterrific series and take listeners on creative adventures, encouraging kids to dance, sing, make believe, and more.

INNOVATION HUB | Public Radio

Innovation Hub is an hour-long dive into big ideas and cutting-edge technologies. The program features today's most creative thinkers, exploring new avenues in education, science, medicine, energy, transportation and more. Host Kara Miller engages with top innovators, examining fresh perspectives and potential solutions to some of our most challenging problems.