



Stories that move us.



2025 MEDIA KIT

PBS and its member stations have ranked number 1 in public trust for 21 consecutive years

Source: PBS, Proof Insights, January 4-15, 2024.

 [ninepbs.org](https://www.ninepbs.org)

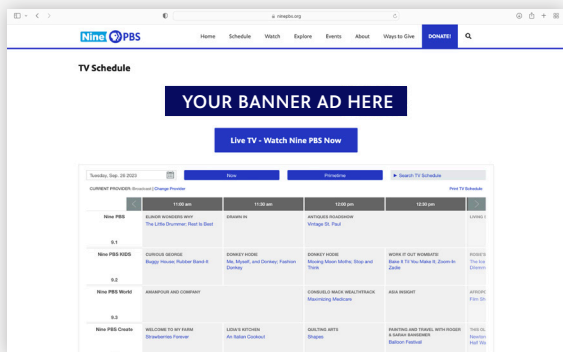
Digital ADVERTISING

➤ Contact your representative for rates.

ninepbs.org/schedule

on all devices, including mobile

Platform	Deliverables
Partial run	6K impressions (when multiple ads are running)



ninepbs.org received over
➤ **1.5 MILLION PAGEVIEWS** in 2024.

Digital Specifications

There is a \$500 minimum for online-only purchases.

- Add a \$150 fee if Nine PBS creates the digital ad

Artwork that meets digital ad specs must be supplied.

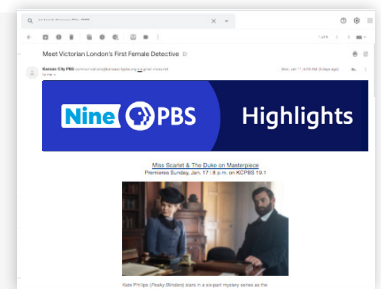
- File type: .jpg or .png
- Schedule size: 728 x 90 pixels
- Provide a URL for click-through opportunity



Nine PBS Highlights E-Newsletter

Platform	Deliverables
Email	A monthly sponsorship of our e-newsletter (includes image and link to your landing page).

➤ Our email list includes nearly **130,000 CONTACTS.**



Nine PBS Social Media

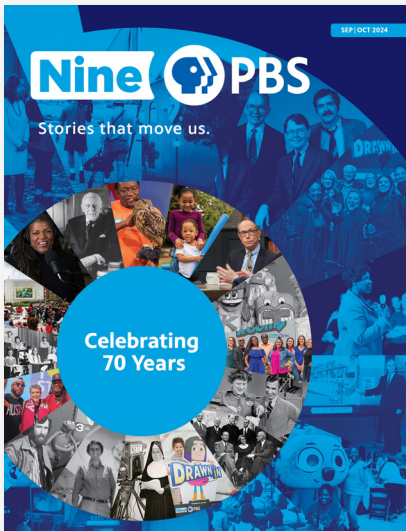
- 44,500+ followers***
- 25,000+ followers***
- 17,650+ followers***
- 12,000+ followers***

*As of November 12, 2024. Sources: Facebook Insights, Twitter Analytics, Sprout Social

ninepbs.org/ninepbskids

Platform	Deliverables
PBS KIDS® Livestream	We deliver an average of 250,000 impressions per month around PBS KIDS programming on PBS KIDS livestream.

Disclaimers: Video posts generally outperform text/image posts. Social media posts are only available to Nine PBS partner organizations when the desired message aligns with Nine PBS programming or identity and when purchased with additional underwriting support. If impressions are not reached, the ad will continue to be delivered until it hits specified impressions. Rotating banner ads exclude finite time frames or events.



Print Specifications

- › Preferred file format: Press-ready PDF or EPS at 300 dpi. Images must be saved as CMYK. No spot/Pantone colors are allowed.
- › Please do not include printer marks on any size ad.
- › Publication trim size: 8.375 in. x 10.875 in.
- › Live matter safety: 0.25 in. from trim on all sides.
- › Printing process: Heat-set web offset.
- › Binding: Saddle-stitched.

Creative

Nine PBS Magazine will produce ads for a one-time production charge of \$150. Copy changes will be permitted one time only at no charge. Not subject to discounts.

Discounts

Not-for-profit organizations with proper documentation qualify for a 10% discount. Discounts do not apply to a one-time insertion order.

Digital Magazine

The digital version of *Nine PBS Magazine* increases our print circulation even further. Each issue is fully accessible at ninepbs.org/magazine.

Magazine ADVERTISING

Nine PBS Magazine has had many different names over the decades since its debut in 1956 as *Sketch*, but it has always been a member favorite. As a benefit of membership for those who still prefer print, 32,000 receive a copy in their mailboxes, and 46,000 members have access to the digital edition.

Advertising Rates/Specifications

Color	Dimensions	1x	3x	6x
Full page*	8.375 in. x 10.875 in.	\$1,980	\$1,890	\$1,750
› Inside cover*	8.375 in. x 10.875 in.	\$2,830	\$2,610	\$2,365
› Back cover*	8.375 in. x 10.875 in.	\$2,970	\$2,750	\$2,475
*Any full-page ad needs at least a 0.125 inch bleed on all 4 sides.				
2/3 page	4.75 in. x 9.25 in.	\$1,500	\$1,390	\$1,255
1/2 page horizontal	7.25 in. x 4.75 in.	\$1,280	\$1,280	\$1,090
1/2 page vertical	4.75 in. x 7.25 in.	\$1,280	\$1,280	\$1,090
1/3 page vertical	2.5 in. x 9.25 in.	\$815	\$790	\$730
1/3 page square	4.75 in. x 5 in.	\$815	\$790	\$730
1/6 page vertical	2.5 in. x 4.75 in.	\$500	\$480	\$450
1/6 page horizontal	4.75 in. x 2.5 in.	\$500	\$480	\$450

Closing

Issue	Space	Material
Jan–Feb 2025	November 22	December 2
Mar–Apr 2025	January 23	January 30
May–Jun 2025	March 21	March 28
Jul–Aug 2025	May 23	May 30
Sep–Oct 2025	July 23	July 30
Nov–Dec 2025	September 23	September 30
Jan–Feb 2026	November 24	December 2

Disclaimers: All rates are net to advertisers. *Nine PBS Magazine* reserves the right to update, modify, or change rates and ad sizes without prior notice. All rates and ad sizes will be honored once agreements have been finalized. We make every effort to accommodate special page requests, but we cannot guarantee a preferred position (premium positions excluded). Frequency rates and discounts require advance reservation of multiple insertions. We cannot accept advertising that competes with our fundraising efforts, which includes but is not limited to planned giving and membership. We reserve the right to decline any ad for any reason.

Nine PBS CORPORATE SPONSORSHIP

➤ **Contact your representative for rates and options.**

› News

PBS News Hour / PBS News Weekend / Washington Week with The Atlantic / BBC News / Amanpour and Company
Mon–Fri | 5:30–7:00 pm, 11 pm–12 am / 6 pm

› Nine PBS Primetime

Antiques Roadshow / Local Specials / American Experience / Nova / American Masters / Frontline / Finding Your Roots / Nature / Donnybrook / Living St. Louis
Mon–Sat | 7–10 pm

› Masterpiece Sundays

All Creatures Great and Small / Ridley / Maigret / The Forsythe Saga / Wolf Hall: The Mirror and the Light / Van der Valk / Grantchester / Moonflower Murders
Sun | 7–10 pm

› Nine PBS Cooking

America's Test Kitchen / Milk Street / Lidia's Kitchen / Cooks's Country / Pati's Mexican Table / Roadfood / Lee Stroud's Wild Harvest
Sat | 10:30 am–4:00 pm

› Weekends

MotorWeek / This Old House / J Schwanke's Life in Bloom / Rick Steves' Europe / Samantha Brown's Places to Love / Wild Travels / Islands without Cars
Sat–Sun | Noncooking times

› Weekend Movies

Sat–Sun | 9–11 pm / 10 pm–midnight

› PBS KIDS

Carl the Collector / Alma's Way / Lyla in the Loop / Rosie's Rules Work It Out Wombats! / Molly of Denali / Odd Squad / Daniel Tiger's Neighborhood / Wild Kratts / Sesame Street
Mon–Fri | 6:30–11:30 am and 3–5 pm / 6–9 am

› Nine PBS Late Night

Various primetime repeats / In the Americas / Best of the Joy of Painting / Travelscope
Mon–Fri | 10 pm–midnight



⤴ *Lidia's Kitchen*, now in its 12th season, showcases easy, approachable Italian recipes and cooking for everyone. The series is shot in Lidia's home kitchen where she shares her thoughts about cooking, family, and the importance of traditions.

Your message airs at the opening and closing of our interruption-free programs. Unlike commercial radio, TV, and cable (on average, 16+ minutes or 30+ commercials), Nine PBS airs only a fraction of those breaks, so your message is seen, heard, and noticed.

Fulfill Your Mission-Driven Marketing Goals

- Brand alignment: Align with Nine PBS's trusted image.
- Purposeful engagement: Engage audiences with value-centric messaging.
- Extended reach: Reach an engaged audience who trusts our corporate sponsors.
- Shared values: Support educational and cultural content.

Nine PBS's television platforms include **four distinct broadcast channels.**



Nine PBS VIEWER SNAPSHOT

- **Nine PBS offers the people of the St. Louis region multiple ways to explore the world and become engaged in civic life.**

Education (Highest Level)

High school diploma	25%
Attended some college	31%
College graduate	19%
Some post-graduate	5%
Graduate degree	15%

Does not include those without a high school diploma.

Marital Status

Married	56%
Single	24%
Divorced	11%
Widowed	6%

Does not include those who are legally separated.

Age

18–34	13%
35–44	12%
45–54	10%
55–64	20%
65+	45%

Household Income

Under \$25,000	11%
\$25,000–\$49,999	22%
\$50,000–\$74,999	16%
\$75,000–\$99,999	17%
\$100,000–\$149,999	16%
\$150,000+	18%

Gender

Female	53%
Male	47%

Source: Nielsen Scarborough, July 2023–August 2024



In 2024, NINE PBS RANKED NUMBER ONE AMONG PUBLIC TELEVISION STATIONS NATIONWIDE with the highest percentage of households watching.

On average, more than 300,000 viewers tune in weekly to Nine PBS.

Nine PBS reaches more than 95% of all households in the St. Louis region.

Source for the data points above: Nielsen/TRAC Media Services, January–September 2024.

National PROGRAMMING

Noncommercial and free to all Americans.

American Masters

An award-winning biography series that celebrates our arts and culture.

Finding Your Roots

Henry Gates uncovers the buried secrets and inspiring stories of long-forgotten ancestors. For the first time, Season 10 included the episode, “Viewers Like You,” where three viewers were selected to join the usual line-up of celebrities.

Frontline

PBS’s award-winning flagship public affairs series takes you inside the controversial and complex stories shaping our times, like the U.S. presidential election, protests dividing college campuses, the children of Ukraine, and more.

Great Performances

Television’s longest-running performing arts anthology is the place to enjoy the best in music, dance, and theater for free.

Masterpiece

Masterpiece remains one of the highest rated PBS programs. The Emmy-winning series presents beloved classics and contemporary drama.

Nature

Nature is one of the most-watched documentary film series on public television, bringing the beauty and wonder of the natural world into our homes.

Cover photo: *Great Performances: Audra McDonald at the London Palladium*



PBS News Hour

For almost 50 years, millions have turned to it as public broadcasting’s marquee nightly news program for the solid, reliable reporting that has made it the most objective news program on television.



Nova

One of PBS’s flagship series, *Nova* looked back on a half century of groundbreaking science and human curiosity and rolled out an awe-inspiring lineup of new specials, content, and initiatives in 2024.

Local PROGRAMMING

Nine PBS's series and specials celebrate the St. Louis region's strengths, accomplishments, and challenges. In 2024, we were honored with five Mid-America Regional Emmy Award nominations and two wins.

Donnybrook

On *Donnybrook*, quick-witted, highly opinionated St. Louis journalists discuss tough topics. *Donnybrook* is also available as a podcast.

Listen, St. Louis with Carol Daniel

Listen, St. Louis with Carol Daniel podcast explores complex issues with the people working to help our region thrive. New episodes drop weekly anywhere podcasts are heard or on Nine PBS's YouTube channel.

Teaching in Room 9

A new season of Nine PBS's award-winning series for pre-k through fourth-grade learners debuted in September 2024 with a new set, new segments, and a new collaboration with Webster University.

Living St. Louis

Nine PBS's longstanding, magazine-style series has proudly showcased the people and places of the region since 2004. With more than 600 episodes and more than 30 Mid-America Regional Emmy Awards, *Living St. Louis* builds community pride and provides a space for lifelong learning.

Nine PBS Specials in 2024

Democratic Governor's Debate | Republican Governor's Debate | Election Questions (digital series) | Going Your Way | Mama Said, Mama Said | Rebuilding the Dream | St. Louis Teen Talent Competition

▶ Watch these programs on the free PBS app or ninepbs.org/specials.





Our Values

Our values shape us and are a significant reason for our success. If you value community, trust, equity, and learning, become a Nine PBS advertiser or sponsor.

Community

There is great joy in being an essential part of our community and this propels our work in the region and beyond.

Trust

Our community relies on us to act with integrity, to be transparent, and tell authentic stories.

Equity

For our community to thrive, everyone must thrive. We bring people together to amplify voices and work toward solutions that identify and eliminate barriers for all.

Learning

We believe in the transformative power of learning for everyone.

Our Core Purpose

Nine PBS magnifies and deepens understanding of our community to help our region flourish.

Nine PBS works to ensure our region is a great place to live, work, and play for all. We offer unique opportunities to connect your brand with broad audiences on air, online, digital, and in print.

Custom packages are available to fit your company's needs and marketing goals.



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