



Stories that move us.



2024

MEDIA KIT

PBS and its member stations have ranked number 1 in public trust for 20 consecutive years.

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

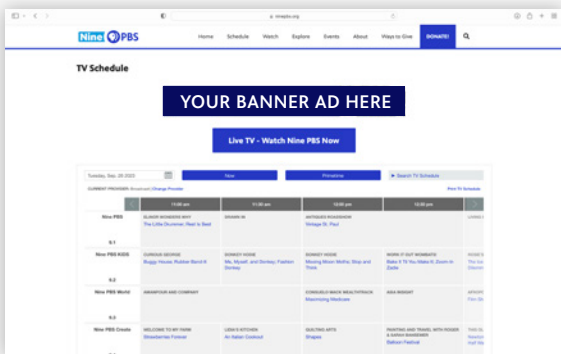
Digital ADVERTISING

➔ 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 **2 MILLION PAGEVIEWS** in 2023.

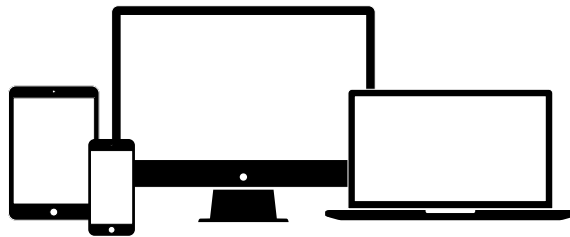
Digital Specifications

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

- › Add \$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 **129,000 ACTIVE CONTACTS.**

Nine PBS Social Media

- 36,000+** followers*
- 24,000+** followers*

* As of August 25, 2023. Source: Facebook Insights, Twitter Analytics

ninepbs.org/ninepbskids

Platform	Deliverables
PBS KIDS® Livestream	We deliver approximately 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 print 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

Members of **Nine PBS—44,300 strong**—receive *Nine PBS Magazine* as a benefit of membership. It is the only paid-circulation magazine in St. Louis that delivers information deemed absolutely vital to the interests of its readers—the monthly broadcast schedule of the programs they love!

Bonus distribution is available at in-person events, including donor events, children's story times, fairs, festivals, and cultural events. The St. Louis Public Library distributes copies of the magazine through its various branches.

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 2024	November 20	November 29
Mar–Apr 2024	January 24	January 31
May–Jun 2024	March 22	March 29
Jul–Aug 2024	May 23	May 31
Sep–Oct 2024	July 24	July 31
Nov–Dec 2024	September 23	September 30
Jan–Feb 2025	November 22	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.

Sponsorships on NONCOMMERCIAL BROADCASTING

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

> News

PBS NewsHour / PBS News Weekend / Washington Week with The Atlantic / BBC News / Amanpour and Company
Mon–Fri | 5:30–7:00 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 / Annika / Van der Valk / Grantchester / Unforgotten / World on Fire
Sun | 7–10 pm

> Nine PBS Cooking

America's Test Kitchen / Milk Street / Lidia's Kitchen / Steven Raichlen's Planet Barbecue / Cooks's Country / Pati's Mexican Table / A Chef's Life / tasteMAKERS
Sat | 10 am–2 pm

> Weekends

MotorWeek / This Old House / Curious Traveler / Rick Steves' Europe / Samantha Brown's Places to Love
Sat–Sun | Noncooking times

> Weekend Movies

Sat–Sun | 9–11 pm / 10 pm–midnight

> PBS KIDS

Lyla in the Loop / Rosie's Rules / Work It Out Wombats! / Molly of Denali / Elinor Wonders Why / Alma's Way / Xavier Riddle / Hero Elementary / Odd Squad / Curious George / Donkey Hodie / Daniel Tiger's Neighborhood / Wild Kratts / Sesame Street / Let's Go Luna
Mon–Fri / Sat–Sun | 6:30–11:30 am and 3–5 pm / 6–9 am

> Nine PBS Late Night

NHK Newslines / In the Americas / Best of the Joy of Painting / Travelscope
Mon–Fri | 10 pm–midnight



📍 *Miss Scarlet and The Duke, one of our top Masterpiece programs, returns for a fourth season. Headstrong Eliza Scarlet, the first-ever female detective in Victorian London. The series delivers the kind of historical fiction where a smart woman must work out how to survive and thrive in a time when she had few rights.*

Nine PBS offers a brand-safe environment for your messages.

Announcements only air at the opening and closing of our interruption-free programs. Unlike commercial radio, TV, and cable, we air a fraction of the 16-plus minutes, on average (or 30+ commercials), of breaks they do, so your announcement is seen, heard, and noticed. Contact your representative for rates and program options.

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	28%
Attended some college	30%
College graduate	16%
Some post-graduate	5%
Graduate degree	13%

Does not include those without a high school diploma.

Marital Status

Married	54%
Single	24%
Divorced	13%
Widowed	9%

Age

18–34	20%
35–44	11%
45–54	11%
55–64	20%
65+	38%

Household Income

Under \$25,000	15%
\$25,000–\$49,999	25%
\$50,000–\$74,999	15%
\$75,000–\$99,999	16%
\$100,000–\$149,999	15%
\$150,000+	14%

Gender

Female	52%
Male	48%

Source: Nielsen Scarborough, January 2022-March 2023



For the first half of 2023, 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, Jan-Jun 2023.

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.

Frontline

PBS's award-winning flagship public affairs series takes you inside the controversial and complex stories shaping our times.

Great Performances

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

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. Over the years, it has brought the beauty and wonder of the natural world into our homes.



PBS NewsHour

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. It received a prestigious 2023 Peabody Award for its "Guns in America" reporting.



Nova

Nova illuminates the creativity, excitement, and transformative power of the scientific process, inspiring the next generation.

Local PROGRAMMING

Nine PBS's series and specials celebrate St. Louis region's strengths, accomplishments, and challenges. In 2023, Nine PBS received nine Mid-America Regional Emmy Award nominations and three wins for *Living St. Louis* (314 Day), *Living St. Louis: Kids, Families, and Mental Health Special*, and *Drawn In: Brave Hero 2*.

Donnybrook

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

Teaching in Room 9

A reimagined season of Nine PBS's award-winning kids' program returned in September 2023 with a brand-new in-studio set, a permanent host, and field trips, offering preschoolers a classroom-like experience with some of the region's best teachers.

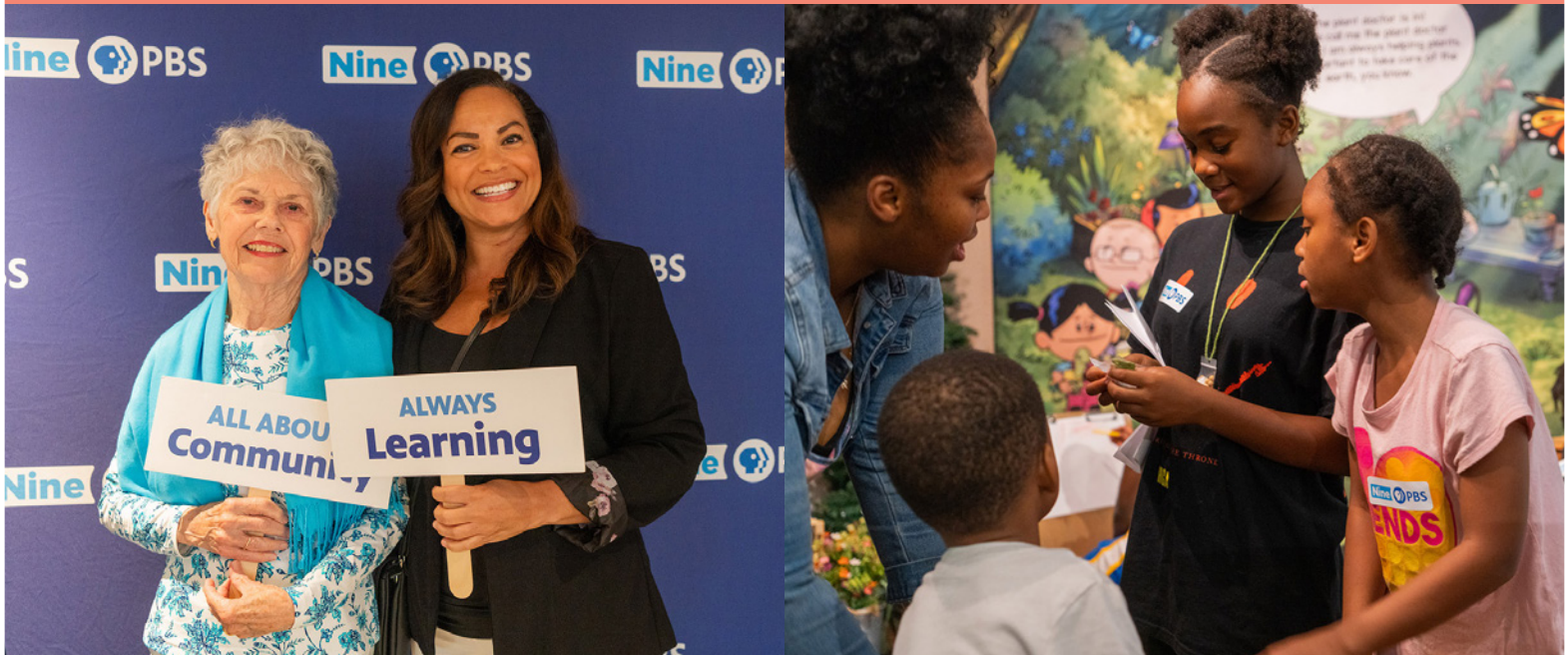
Living St. Louis

As it begins its 21st season in 2024, *Living St. Louis* continues to build community pride and provide a space for lifelong learning, showcasing the people, places, and things that make St. Louis unique. The flagship vehicle is a weekly, 30-minute show featuring prerecorded segments and in-studio interviews.

Nine PBS and Local Partner Specials in 2023

Birthing Justice | Mama Said, Mama Said
Power of the Pitch | St. Louis Teen Talent
State of Change | Strings of Imagination





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.

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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