



Stories that move us.

2023 MEDIA KIT

Our audience sees Nine PBS as dedicated to providing quality programming and services; a mission-driven organization with loyal members who have an emotional connection with Nine PBS and positive impressions of the businesses that support us.

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

National PROGRAMMING

Noncommercial and free to all Americans.

American Masters

An award-winning biography series that celebrates our arts and culture. Upcoming profiles in 2023 include Dr. Anthony Fauci, Roberta Flack, and Zora Neale Hurston.

Finding Your Roots

An all-new season of *Finding Your Roots* debuts in 2023. Henry Gates uncovers the buried secrets and inspiring stories of long-forgotten ancestors, including the families of Nathan Lane, John Leguizamo, Erin Burnett, David Chang, Brittany Packnett Cunningham, and Anita Hill, among others.

Frontline

PBS's award-winning flagship public affairs series takes you inside the controversial, complex stories shaping our times. Recent award-winning episodes include *Escaping Eritrea*, *A Thousand Cuts*, *American Insurrection*, *I'm Not a Monster*, and *Un(re)solved*.

Great Performances

Television's longest-running performing arts anthology is the place to enjoy the best in music, dance, and theater including 2022's *Fire Shut Up in My Bones* (originally commissioned by Opera Theatre of Saint Louis), *Cendrillon (Cinderella)*, *Black Lucy and the Bard*, and *Broadway's Best*.

Masterpiece

The Emmy-winning Masterpiece presents beloved classics and contemporary drama. New and returning shows in 2023 include *All Creatures Great and Small*, *Miss Scarlet and the Duke*, *Grantchester*, *Guilt*, *Annika*, and *Maggie Murders*.



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 2022 Peabody Award for its January 6th reporting in 2021.



Nova

Nova illuminates the creativity, excitement, and transformative power of the scientific process. Recent episodes include *Cuba's Cancer Hope*, *Ending HIV in America*, *Saving Venice*, and *Rebuilding Notre Dame*. Coming in 2023: NASA's James Webb Space Telescope.

Local PROGRAMMING

Nine PBS's series and specials celebrate the St. Louis region's strengths, accomplishments, and challenges.

Donnybrook/Donnybrook Next Up

On *Donnybrook*, five quick-witted, highly opinionated St. Louis journalists discuss tough topics. *Donnybrook Next Up* follows the original show with interviews with local experts about current happenings in the region. *Donnybrook/Donnybrook Next Up* is also offered as a podcast.

Teaching in Room 9

As a service to the community, Nine PBS broadcasts local-teacher-led classroom lessons weekdays on *Teaching in Room 9*. The series provides quality instruction in the fundamentals of reading and math, letters and sounds, friends and feelings, art, movement, and science to early learners. *Teaching in Room 9* was honored with a What's Right with the Region Award from FOCUS St. Louis in 2022.

Living St. Louis

As it begins its 20th season in 2023, *Living St. Louis* (LSL) is expanding the brand across multiple platforms to provide a greater diversity of stories that reinforce Nine's role as the region's teller of interesting and important local stories. Its flagship vehicle is a weekly, 30-minute show featuring prerecorded segments and in-studio interviews.

Drawn In

From Nine PBS in partnership with Lion Forge Animation, *Drawn In* a multimedia initiative designed to positively represent kids of color and help close the literacy gap. It follows the exploits of four Midwestern kids who unabashedly love comic books.

Watch these programs at [ninepbs.org/specials](https://www.ninepbs.org/specials) or on the PBS Video App. 



Special Programs in 2022

Head over Heels: Remembering Wrestling at the Chase | Living St. Louis Special: Kids, Families, and Mental Health | Living St. Louis Special: Pathways to Work | St. Louis Teen Talent Competition

Noncommercial BROADCASTING

📞 Contact your representative for rates and options.

› News

BBC World News / PBS NewsHour / Washington Week
Mon–Fri | 5:30–7:00 pm

› Nine PBS Primetime

The Great American Recipe / America Outdoors with Baratunde Thurston / Antiques Roadshow / 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 / Miss Scarlet and the Duke / Magpie Murders / Annika / Van der Valk / Guilt / Grantchester / Endeavour / Sanditon
Sun | 7–10 pm

› Nine PBS Cooking

America's Test Kitchen / Milk Street / Lidia's Kitchen / Steven Raichlen's Project Fire / Sarah's Weeknight Meals / Simply Ming / Pati's Mexican Table / Kitchen Queens
Sat | 10 am–2 pm

› Weekends

MotorWeek / This Old House / Ask This Old House / American Woodshop / Garden Smart
Sat–Sun | Noncooking times

› Weekend Movies

Sat–Sun | 9–11 pm / 10 pm–midnight

› Nine PBS KIDS

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 am and 1:30–5:00 pm / 6–9:30 am

› Nine PBS Late Night

NHK Newsline / BBC World News / Amanpour and Company / Best of the Joy of Painting
Mon–Fri | 10 pm–midnight



📌 *Fight the Power: How Hip Hop Changed the World* tells the story of hip hop as a political tool for speaking truth to power. The series includes first-hand accounts from some of rap's most integral players and deconstructs the origins of this bold and revolutionary art form through the voices of those who were there at the start. Premieres January 31, 2023.

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 underwriting announcement is seen, heard, and noticed.

Sponsoring or advertising with Nine PBS will enhance your image as an organization that is committed to supporting the community. Our viewers are more likely to buy from a business that shows this kind of community goodwill by associating their brand with PBS.

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	29%
Attended some college	37%
College graduate	15%
Some post-graduate	3%
Graduate degree	11%

Does not include those without a high school diploma.

Age

18–34	14%
35–44	12%
45–54	14%
55–64	22%
65+	38%

Does not include viewers less than 18 years old.

Household Income

Under \$25,000	16%
\$25,000–\$49,999	23%
\$50,000–\$74,999	17%
\$75,000–\$99,999	15%
\$100,000–\$149,999	18%
\$150,000+	11%

Marital Status

Married	60%
Single	18%
Divorced	12%
Widowed	8%

Does not include those who are legally separated.

Gender

Female	53%
Male	47%

Source: Nielsen Scarborough, January 2021–January 2022



In the first quarter of 2022,
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 is in the Top 5 in viewership per capita among other public media stations.

Source for data points above: TRAC Media Services, 2022

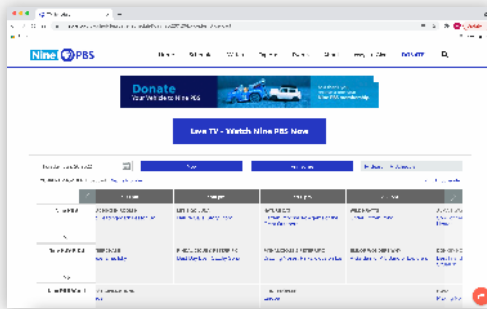
Digital ADVERTISING

➔ Contact your representative for rates.

ninepbs.org/schedule

on all devices, including mobile

Platform	Deliverables
Full run	25K+ impressions (exclusive)
Partial run	6K impressions (when multiple ads are running)



➔ ninepbs.org received over **2 MILLION PAGEVIEWS** in 2022.

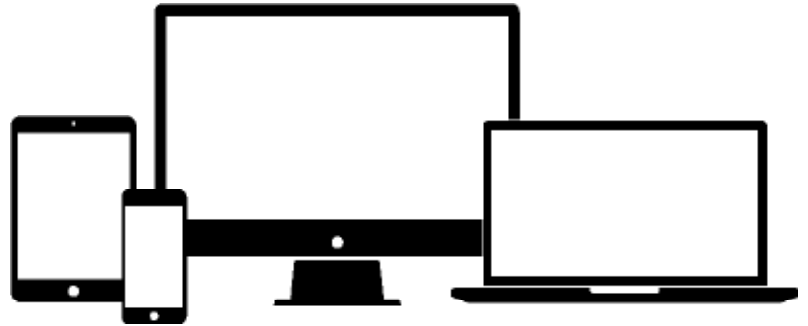
Digital Specifications

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

- › Add \$150 charge 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
- › Homepage size: 300 x 250 pixels
- › Provide a URL for click-through opportunity



Nine PBS Social Media

 Facebook > **29,000+** followers*

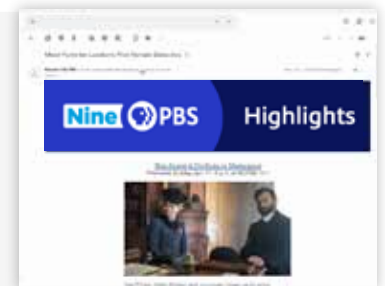
 Twitter > **25,000+** followers*

*As of October 2022, Facebook Insights, Twitter Analytics

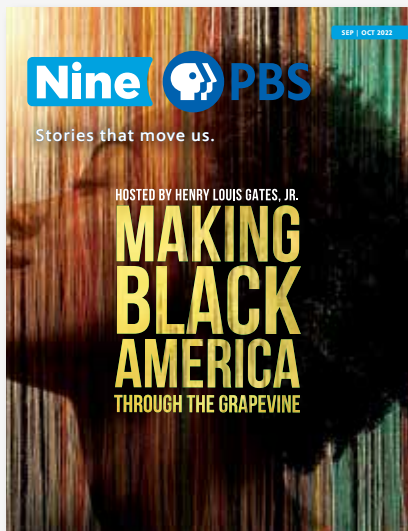
Nine PBS Highlights

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

➔ Our email list includes almost **115,000** ACTIVE CONTACTS.



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—42,000 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 when safe to do so, including donor events, children's story times, art fairs, food 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 2023	November 23	December 1
Mar–Apr 2023	January 24	January 31
May–Jun 2023	March 24	March 31
Jul–Aug 2023	May 24	May 31
Sep–Oct 2023	July 24	July 31
Nov–Dec 2023	September 22	September 29
Jan–Feb 2024	November 20	November 29

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.



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.

Nine PBS offers unique opportunities to connect your brand with broad audiences on air, online, and in print. Custom packages are available to fit your company's needs and marketing goals.

PBS is #1 in public trust for 19 years

For the 19th year in a row, Americans rank PBS the most-trusted media institution. Ahead of video streaming services, commercial cable and broadcast TV, newspaper publishing companies, and social media.

Source: Marketing and Research Resources, Inc., online survey, January 7–19, 2022



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