



FACT SHEET

- PBS Kansas is America's most trusted television brand.
- PBS Kansas Channel 8 is 53 Years old.
- Reaches a weekly viewership of 400,000+ HHs throughout Kansas.
- Viewers: Male – 45% and Females – 55% of audience.
- Income: \$45 – 60K = 56%; \$65 – 99K = 24%; and \$101K+ = 23%.
- Age: 18-49 = 17%; 50 -64 = 45% and 64+ = 38%.
- Education: 1-3 years of college- 31% and 4+ years of college = 53%.
- The only Kansas station with a STEAM-based learning and education center for children.
- PBS Kansas is the Voice and Platform for Kansas as the only station with national, international, and outstanding local programs and documentaries.
- The only locally owned and most watched public television station in Kansas.
- PBS Kansas is the largest public television station in Kansas.
- Statewide broadcast coverage is through the airwaves (8.1, 8.2, 8.3, 8.4), satellite, cable, and all standard streaming services.
- Ranks #1 as the safe and most trusted place to watch television.
- The #1 educational media brand for children with our 24/7 Kids Channel (8.4).
- Provides lifelong learning opportunities on all of our channels.
- Has the audience of decision makers with the buying power.
- Offers the largest educational, arts and cultural platform for Kansas.
- Offers the best “How To” programs.

BENEFITS OF SPONSORING

- You reach decision makers
- Your message stands out
- You meet your marketing goals
- You associate with Seriously Good TV
- You become community focused