



IOWA PBS

MEDIA KIT









What We Do

Iowa PBS is dedicated to telling stories that entertain, educate and inspire.

By creating and distributing award-winning content, Iowa PBS showcases what makes Iowa so unique and so wonderful. Along with our highly watched local productions, lowans rely on us for their favorite news programs, dramas, science shows and more.

In addition to our beloved content for adults, Iowa PBS prides itself on preparing children for success in school through interactive broadcast programming and online initiatives. In fact, PBS Kids has been named the most educational media brand by parents in a national survey!*

We inspire lifelong learning – for all ages.

*Source: From January 5-16, 2023, Marketing & Research Resources, Inc.

85%

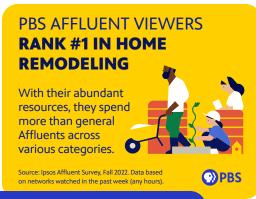
of parents agree that PBS KIDS is a safe and trusted source for kids to watch television and play digital games and apps.

Source: From January 5-16, 2023, Marketing & Research Resources, Inc. conducted an online survey of 1,022 adults ages 18+. The sample was weighted to be nationally representative of the U.S. population.









PBS AFFLUENT VIEWERS **RANK #1 IN TV, PHONE,** & INTERNET

With their abundant resources, they spend more than general Affluents across various categories.



Source: Ipsos Affluent Survey, Fall 2022. Data based on networks watched in the past week (any hours).



PBS AFFLUENT VIEWERS ARE FINANCIALLY SAVVY

#1 IN OWNING MUTUAL FUNDS

#1 IN USING A FINANCIAL PLANNER



Source: Ipsos Affluent Survey, Fall 2022. Data based n networks watched in the past week (any hours)



Your Message on Iowa PBS!

On Iowa PBS, your messages get noticed. The PBS "Halo Effect" is real. Our viewers believe PBS sponsors have a greater commitment to quality and excellence.

PBS viewers are unique and engaged ... an audience that isn't tuning into other networks.

PBS viewers rank #1 in: personal travel, spending on groceries, home decorating & remodeling, TV, phone & internet, owning mutual funds, using a financial planner, having personal medical insurance and in contributing to charitable organizations. (Source: Ipsos Affluent Survey, Fall 2022. Data based on networks watched in the past week (any hours).

This survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR). The survey fielded 27 questions during the window of January 5-16, 2023. The survey was conducted among a sample of 1,022 adults ages 18+, 490 men, 526 women, and six respondents who preferred to selfidentify. The results are weighted to be nationally representative of the U.S. adult population.





Typical Weekly Schedule

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6 a.m.	How-To, Cooking & Travel						How-To, Cooking
7 a.m.						PBS KIDS	& Travel
8 a.m.							PBS KIDS
9 a.m.							
10 a.m.	PBS KIDS					How-To, Cooking & Travel	
11 a.m.							News & Public
12 p.m.							Affairs
1 p.m.							
2 p.m.							
3 p.m.							Various Specials
4 p.m. 5 p.m.							Specials
J p.iii.	News &					Arts, Culture	
6 p.m.	PublicAffairs					& Music	
		How-To, Cooking & Travel					
7 p.m.	History Comedy, Drama & Mysteries	History	Science & Nature	Comedy, Drama & Mysteries	News & Public Affairs	Comedy, Drama & Mysteries	Comedy, Drama & Mysteries
8 p.m.					Arts, Culture & Music		
9 p.m.							
10 p.m.		How-To, Cooking & Travel					

News How-To, Science Arts, Comedy, Drama **Various PBS KIDS** & Public Cooking & History Culture & Mysteries **Specials Affairs** & Travel **Nature** & Music

















Iowa Press

Each week *lowa Press* explores the issues affecting the lives of lowans. Newsmakers, policy makers and elected officials join Iowa Capitol reporters in a weekly discussion.

Market to Market

For more than four decades, **Market to Market** has covered the issues affecting the \$1 trillion business of agriculture. Whether it's global trade conflicts, environmental controversies, changing technologies or emerging enterprises, our reporters make it their business to explain the issues faced by the nearly 60 million people who live and work in rural America.

lowa Life

Uncover the diverse tapestry of lowa's people, cultures and stories. Through compelling interviews, scenic visuals, and authentic storytelling, lowa Life shines a spotlight on the cultural gems and inspiring stories that make lowa ... lowa. Join us as we dive into the culture of our state and discover the extraordinary within the ordinary.

Road Trip Iowa

Road Trip lowa takes viewers on an adventure across lowa's scenic byways, showcasing the historic sites, unique attractions and natural beauty along the way.

Studio 3 LIVE

Joining host Mickey Davis, artists from across the Midwest take the stage to perform original sets and share their musical journeys. Learn about incredible bands and what drives them to make music.

Iowa PBS Sports

Iowa PBS is the only network in Iowa that showcases the State Championships for High School Girls and Boys for Volleyball, Basketball, Softball, Football, and Wrestling. We also cover a variety of college wrestling meets. Fans across Iowa and beyond continue to have access to unparalleled coverage of the championships, cheering on their favorite teams.

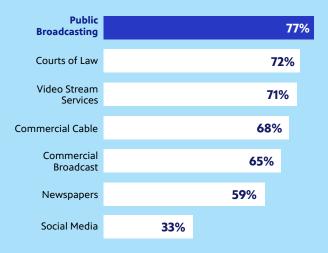
FAIR

Iowa State Fair highlights have been an Iowa PBS tradition for more than 50 years. Our in-depth coverage of the Fair features contest results, fun stories, fair food, attractions, animals, music and more.



PBS is a Brand-Safe, Trusted **Environment for Sponsors**

How much do you trust each organization?

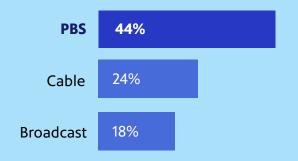


Source: Marketing & Research Resources, Inc. (M&RR) January 2020 Graph indicates percentage of respondents who answered "a great deal" and "somewhat" on a four-point scale.

87% agree PBS stations provide

PBS Viewers Prefer to Buy From PBS Sponsors

PBS sponsorships turn more viewers into buyers.



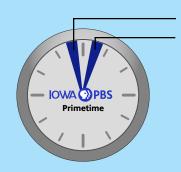
PBS viewers are nearly 2X as likely to prefer to buy a product/service from a PBS sponsor.

How to read: 44% of PBS viewers would prefer to buy a product/service from a company because they sponsor PBS, versus viewer support of advertisers on cable (24%) and broadcast (18%)

Source: Lightspeed Research/SGPTV Viewer Attitudes & Behaviors Study, March 2018 n=5.105

Only PBS Delivers Break-Free, Uninterrupted Content

PBS's uninterrupted content has far fewer "commercials," and is a better experience for sponsors and viewers



Two:60 Premium **Sponsor Pods**

:30s or :15s

- Limited to a maximum of 4 sponsors airing at open and close of national primetime programming
- Embedded into program content
- · Exclusive and uncluttered

an excellent value to communities.

PBS Delivers a Premium Audience

Reach a valuable audience of affluent, educated, influential consumers.

Affluent

Have a portfolio 250K+ Index 278

> AM≋RICAN **EXPERIENCE**

Influential

1 in 4 opinion leaders who influence science/ technology issues watch NOVA



Educated

Have a post-graduate degree

Index 138

MASTERPIECE

Active

Spent \$8,000+ on last foreign vacation Index 135

ANTIQUESROADSHOW

NOVA

Source: MRI GfK Doublebase 2019 | 2018 Erdos & Morgan Opinion Leaders Study



YOUR STATEWIDE NETWORK











STREAM ANYTIME. ANYWHERE.











Iowa PBS 🛞 Passport

Extended Access for Iowa PBS Members

iowapbs.org/live

Connect to livestreams of Iowa PBS and Iowa PBS KIDS





