An Essential Partner
in Growing Your Business

Arizona PBS expands your reach to new customers by providing customizable advertising designed to meet your business goals.

azpbs.org
PBS Ranks No. 1 in Public Trust

Talk to More Potential Customers
Whether you’re looking to drive more foot traffic, get the phones ringing or boost visitors to your website, Arizona PBS has the resources to help you.

Expand Your Reach
Tap into Arizona PBS’ diverse audience base, which includes young families, active community members and business leaders and decision makers.

Advertise Across Platforms
Choose from 15-, 30- and 60-second spots on Arizona PBS as well as advertise on azpbs.org, the quarterly magazine or the weekly Insider email.

Arizona PBS is Special
With Arizona PBS, our programs air without commercial interruption, with only two minutes of commercials every hour. Your message will have a 70 percent recall rate due to less commercial clutter.

We’re Here for You
Our dedicated team will work with you to design a campaign that meets your business goals. Call us today at 602.496.1241.
Arizona PBS has your potential customer with high buying power.

- **73 percent** of viewers are homeowners.
- **50,000+** viewers dined out 4+ times in the past 2 weeks.
- **70,000+** viewers flew 3+ domestically in the past year.
- **72,000+** viewers plan to remodel their home in the next 12 months.
- **100,000+** viewers plan to buy new furniture in the next 12 months.
- **188,000+** viewers spend $150 weekly at the grocery store.
- **300,000+** viewers spend $100+ weekly at the grocery store.

### Reach

More than **1 million people** watch Arizona PBS each week.

- **200,000** children watch Arizona PBS’ KIDS programs each day.
- **147,000** monthly page views on azpbs.org.
- **140,000** email subscribers get the Arizona PBS Insider.
- **48,000** members receive the quarterly Arizona PBS Magazine.
- **8,000** people attend annual Arizona PBS KIDS festival in Downtown Phoenix.

**Arizona PBS viewers trust sponsors who advertise with us.**

64 percent believe that sponsors advertising on PBS are more trustworthy.
KIDS – 6 a.m. to 4 p.m.
Women and children view kids programs on Arizona PBS and on Arizona PBS KIDS, the station’s 24-hour children’s channel. Our most loyal viewers are women, ages 25-44, with children, ages 2-8. Parents consider Arizona PBS a safe place for their children, and they believe PBS KIDS is the No. 1 educational media brand, according to a PBS national survey.

News – 4:30 p.m. to 7 p.m.
Arizona PBS features in-depth news and analysis covering Arizona, the nation and the world. Our news viewers are predominately men 35-64 years old. They also watch contemporary documentaries and investigative reporting. They are decision makers, influencers and business owners.
Primetime – 7 p.m. to 10 p.m.

Primetime at Arizona PBS features quality programming that attracts diverse audiences.

Our arts and culture viewers are 58 percent women. 36 percent are college graduates, and 26 percent earn more than $100,000.

Our nature and science viewers are 54 percent men. 34 percent are college graduates, and 26 percent earn more than $100,000.

Our biography and history viewers are equally comprised of men and women. 30 percent of viewers are college graduates and 24 percent earn $100,000.
Coverage Map

Call us today at 602.496.1241
555 N. Central Ave., Suite 500 · Phoenix, AZ 85004
azpbs.org/sponsorship

Audience Demos
47.8% Women, 52.2% Men
A18-34 27.2%
A18-49 47.7%
A25-54 47.9%
A35-64 48.1%

Education
High School Graduate 21%
Some College 35%
College Graduate 26%
Advanced Degree 17%

Household Annual Income
$35-$50K 20.3%
$50-$75K 20.5%
$75-$100K 14.6%
$100-$150K 14.7%
$150K+ 5%