MEDIA KIT

2023

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For more than 60 years, Arizona PBS has served as a public square where divergent ideas and perspectives intersect in civil discourse and understanding. We connect our audiences to each other, their communities and the world.

We connect our 67,000 members and 1.5 million loyal viewers, with programming and events that celebrate science, culture and the arts. We connect voters with unbiased news and public affairs coverage. And we connect Arizona youth, parents and educators with the resources they need to succeed. From history and politics to food and travel, your Arizona connection starts right here at Arizona PBS!
FOR 20 YEARS, PBS HAS RANKED NO. 1 IN PUBLIC TRUST

Americans rank PBS highly in terms of value for tax dollars.

74% Country’s military defense
66% Overseeing food & drug safety
64% PBS
60% Social Security
58% Agricultural Subsidies
56% Highways, Roads and Bridges
51% Environmental Protection
51% Federal Aid to College Students

SOURCE: This survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR) 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 6 respondents preferred to self-identify. The results are weighted to be nationally representative of the U.S. adult population.
WITH AN ARIZONA PBS CORPORATE SPONSORSHIP, you can share your brand’s story with an engaged, trusting audience.

61% of viewers say that sponsors are different and better than other networks.

71% agree that PBS sponsors provide a valuable public service.

68% believe PBS sponsors have a commitment to quality and excellence.

66% feel PBS sponsorship is more trustworthy than the advertising on other networks.

SOURCE: Commercialism Research, City Square Assoc. & PBS Sponsorship Study: Audience Attitudes & Behaviors, City Square Assoc.
KIDS PROGRAMMING

TRUSTED. VALUED. ESSENTIAL.

Source: Nielsen NPOWER, 9/21/2020 - 9/19/2021, L+7 M-Su 6A-6A TP reach, K2-8, 50% unif., 1+min., K2-8 Hispanic, Black, Asian/Pacific Islander, All PBS Stations, children’s cable TV networks.

Source: Survey was developed by PBS and conducted online within the United States by Marketing & Research Resources, Inc. (M&RR)
Arizona PBS is one of the **10 most-watched public television stations** in the U.S. during prime time.

Arizona PBS reaches **1.5 million viewers** weekly through its four channels, member magazine & digital platforms.

**FACTS & FIGURES**

- **80**: Percentage of Arizona homes reached by the station's broadcast signal.
- **141**: Total Emmy Awards won by Arizona PBS throughout its history.
- **9**: Regional education coordinators stationed around the state.

**TOTAL MEMBERSHIP**

- **FY 19-20**: Present
- **FY 20-21**: Present
- **FY 21-22**: Present

LOCAL CONTENT

A LEADING STORYTELLER.
Arizona PBS has a rich tradition of producing local programs to highlight the state’s unique culture, fascinating characters and beautiful landscapes.

A TRUSTED SOURCE.
A teaching hospital located within the Walter Cronkite School of Journalism and Mass Communication, Arizona PBS is a trusted source of public affairs and local politics coverage.

A FACILITATOR OF COMMUNITY DISCUSSIONS.
By creating a platform for the discussion of important issues facing our communities, the station aims to cultivate a more empathetic and respectful society.

THE HALO EFFECT.
No other station or network is capable of helping you establish brand trust like Arizona PBS. Viewers will hold your organization in high regard for supporting a noble cause, like the local public media station.
### AUDIENCE PERSONAS

<table>
<thead>
<tr>
<th>Families with young children</th>
<th>Affluent, well-educated &amp; culturally aware</th>
<th>Civically engaged citizens</th>
<th>Community leaders &amp; decision makers</th>
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<tbody>
<tr>
<td></td>
<td>21% of viewers have a household income of $100K or more</td>
<td>58% of viewers rely on the station for news sometimes or often</td>
<td>54% of adults surveyed make philanthropic decisions for their household</td>
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<td>41% of viewer households care for at least one child</td>
<td>According to viewers, the station’s most notable service is its news &amp; public affairs coverage</td>
<td>Our audience is 131% more likely to be an art patron than the general TV audience</td>
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<td>Only 28% of general population households care for a child</td>
<td>75% of viewers are homeowners and 39% have been in their home 10+ years</td>
<td>Arizona PBS viewers are 130% more likely to be a prominent member of civic organizations</td>
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<td>348,000 kids and parents watch PBS Kids programming weekly</td>
<td>272,000 viewers plan to remodel their home in the next year</td>
<td>35% of viewers want to see more news &amp; public affairs programming</td>
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### ARIZONA PBS AUDIENCE

- **The Arizona PBS audience has an average net worth of $582,000.**
- **51%** of Arizona PBS viewers are college graduates, and **18%** possess a graduate degree.
- **65+, 23%**
- **50-64, 23%**
- **35-49, 25%**
- **18-34, 29%**

**PROFESSIONAL STATUS**

- **Retired**
- **White Collar**
- **Blue Collar**
- **Working Women**

Arizona PBS is watched by a weekly audience of nearly **ONE MILLION.**

Amongst all PBS markets, Arizona PBS’ primetime ratings are routinely ranked **IN THE TOP 5.**

80% of AZ homes are reached by the Arizona PBS broadcast signal.

**Pageviews per month for AZPBS.ORG, on average.**

86,263 Arizona PBS individuals read the station’s magazine quarterly.

**Making it the fourth**

Widest circulated publication in the state of Arizona.

**Combined reach on Facebook & Instagram in 2022.**

182,000 Pageviews per month for AZPBS.ORG, on average.

964,000 Combined reach on Facebook & Instagram in 2022.

273,000 Views of Election 2022 debates on Arizona PBS’ YouTube channel.

**Children & parents watch Arizona PBS’ livestream of PBS Kids each week.**

281,000 Views of Election 2022 debates on Arizona PBS’ YouTube channel.

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**Sources:**
- Facebook Insights for 2022 @ArizonaPBS Facebook & Instagram analytics, pulled January 2023.
- @ArizonaPBS YouTube channel analytics, pulled December 2022.
AUDIENCE CONNECTIONS

TV

- Four broadcast channels
- Sample 0:15 Delta Dental TV Spot
- Sample 0:15 SRP TV Spot

DIGITAL

- Digital Ad in E-blast
- Digital Ad on azpbs.org website

PRINT

- Full Page ad in quarterly magazine

Sample 0:15 Delta Dental TV Spot
Sample 0:15 SRP TV Spot
Digital Ad in E-blast
Digital Ad on azpbs.org website
Full Page ad in quarterly magazine
to diversity, equity, inclusion, and belonging (DEIB) as core values. Our goal is to build and foster a culture of transparency where unique identities and perspectives are celebrated.

all voices should be heard and acknowledged. We represent and serve Arizona by listening to our communities so we can create enriching content that educates, inspires and connects.

trust. We are mission focused and committed to our audience. We strive to cultivate an environment where individuals feel informed, respected and encouraged to share their stories.

Check out Arizona PBS' Diversity Report at: azpbs.org/about/annual-report-fillings
For more on how your organization can connect with our loyal audience, contact:

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