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