



## **PBS Food: A Recipe for Success for Sponsors**

# PBS Food

## A Fresh Opportunity for Sponsors

- Launched in response to the habits and appetite of PBS.org visitors and attracting more than 769,000 unique monthly users<sup>1</sup>
- Serves up cooking shows, blogs and recipes from PBS and local stations
- Popular video includes newer series like **Made in Spain** with Chef José Andrés alongside legendary favorites like **Baking with Julia**
- Offers customized, sponsored contests; content tie-ins; and more



# Iconic Chefs and Programs from PBS

A Rich Tradition of Culinary Content

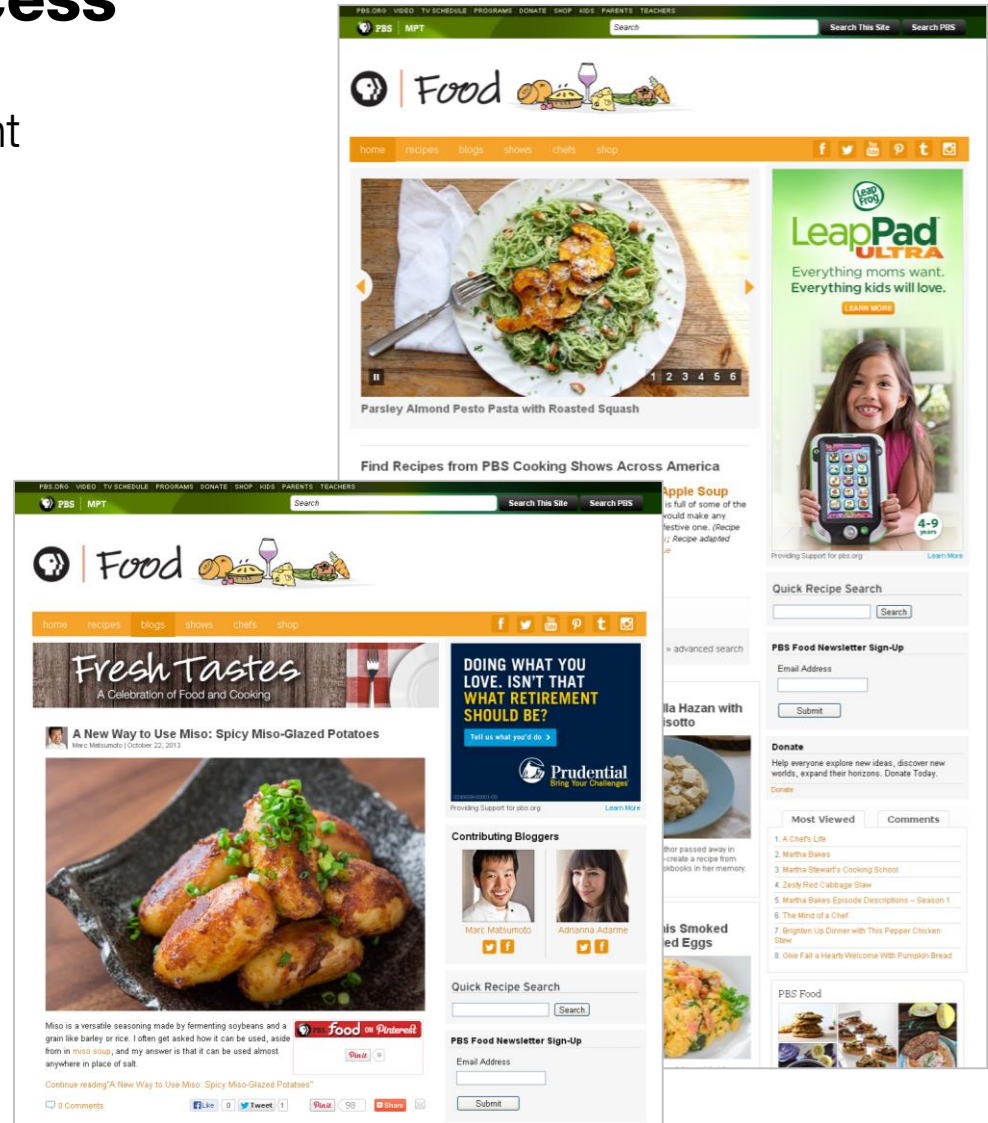


- PBS received a total of 10 James Beard nominations, including three PBS Food nominated web series, Kitchen Vignettes, ChefSteps and Dark Rye
- Kitchen Vignettes was a Webby Honoree for Best How-To & DIY Series
- PBS Food's YouTube Channel was nominated for Best How-To & DIY Channel

# The Sweet Smell of Success

## Serving Users Hungry for Food Content

- With several of the top ten search terms on PBS.org related to cooking or food, PBS Food meets audience demand with fresh and relevant food features
- More than 769,000 unique monthly visitors and 2.7 million monthly page views<sup>1</sup>
- PBS Food newsletters generate a monthly average of 2.1 million impressions<sup>2</sup>



# A Robust Opportunity for Sponsors

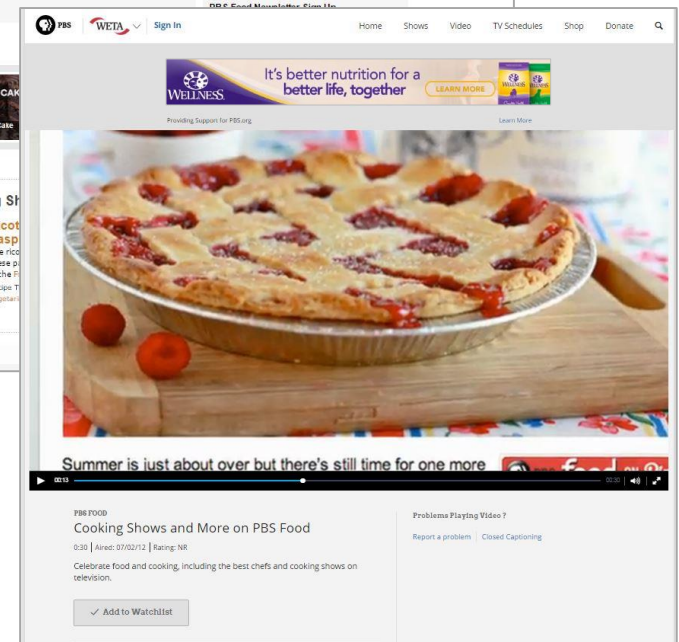
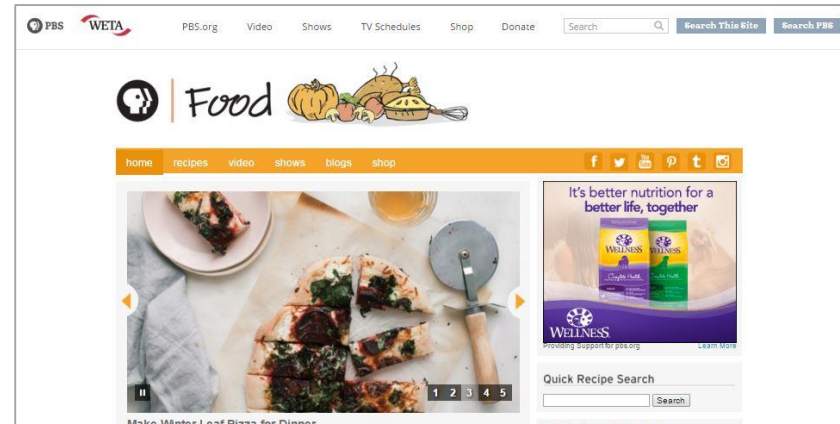
## PBS Food Sponsorship Elements

### PBS Food Home and Interior pages

- :15 or :30 video pre-roll with 728x90 companion unit (728x90 in PBS Video player only)
- 300x250, 300x600 and 728x90 banners
- Opportunity to target sponsorships by site topic or section

### Custom Opportunities

- As part of a larger partnership, PBS Food can develop custom content focused on key sponsor campaign objectives
- Opportunities include customized curated content hubs, promotions and contests



# The Culinary Enthusiast on PBS Food

## Delivering Authorities on Food, Cooking & More

- 56% are the primary grocery shoppers for their households
- Drink red wine (index 152) or light domestic beer (index 111)
- Spent \$500+ on groceries in the last 30 days (index 166)
- Frequently advise others on restaurants or bars (index 140)
- Spent \$500+ on gourmet cooking equipment online in the last 6 months (index 194)
- 46% enjoy dining out, 32% bake, 30% entertain at home, and 24% cook for fun



# A Halo Effect for PBS Sponsors

Captivating & Dependable

**76%**

of PBS viewers agree that sponsors are committed to quality and excellence

**81%**

of PBS viewers agree that PBS is selective about the businesses and products that can advertise on PBS

**68%**

of PBS viewers agree sponsors create compelling advertising that is better than advertisements on other networks

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**For more information about sponsorship opportunities across PBS.org,  
please contact your National Public Media sales representative or email  
[sponsorship@nationalpublicmedia.com](mailto:sponsorship@nationalpublicmedia.com)**

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