

Cooking Shows: Sponsorship



Before the Food Network,
there was
Julia Child and PBS.

Cooking programs on
New Hampshire PBS are
appointment TV for our viewers...
and your audience.

America's Test Kitchen



A Chef's Life



GIAO ITALIA



Martha Bakes & Martha Stewart's Cooking School



THE PIONEER OF FOOD & COOKING PROGRAMS IS PBS.

New Hampshire PBS airs cooking instruction programming every day on NHPTV PRIME and NHPTV EXPLORE. Our viewers relish programs such as:

- *America's Test Kitchen*
- *Cook's Country from America's Test Kitchen*
- *Ciao Italia*, the longest-running cooking program on television
- *Martha Stewart's Cooking School & Martha Bakes*
- *A Chef's Life*
- *The Mind of a Chef*
- *Simply Ming*
- *Lidia's Kitchen*
- *Sara's Weeknight Meals*
- *Jacques Pepin: Heart & Soul*

Viewers of New Hampshire PBS cooking shows are an engaged, educated and affluent audiences who appreciate good food, wine and craft beer. They also enjoy traveling, live an active lifestyle and care about the environment.

Compared to the average adult, our cooking show viewers are:

- 99% more likely to engage in cooking for fun 2+ times per week.
- 93% more likely to have consumed 6+ glasses of imported dinner/table wine in the past week.
- 40% more likely to have consumed 9+ glasses of premium domestic beer/ale in the past week.
- 47% more likely to agree with the statement, "I always check the ingredients and nutritional content of food products before I buy them."
- 47% more likely to have spent \$6,000+ on foreign vacations in the past 12 months.
- 69% more likely to say that family/friends often ask for and trust their advice on environmentally-friendly products.

The cooking programs featured on New Hampshire PBS are appointment television for our viewers, which presents an opportunity for your company to get its name, logo and message in front of a highly engaged audience.

PROPOSAL

Two 15-second promotional announcements each week leading into/coming out of PBS instructional cooking programming for 26 weeks.

VALUE: \$5,720

Contact Bryn Burns, Manager of Corporate Support, to find out how we can help your business reach its goals. bburns@nhptv.org | (603) 868-4395

NEW HAMPSHIRE PUBLIC TELEVISION

268 Mast Road • Durham, NH 03824 • nhptv.org • 603-868-4395

DIGITAL CHANNELS | | Durham, 34 Pittsburg, 48 Littleton, 49 Keene, 50 Hanover ANALOG 26 Colebrook
NHPTV PRIME • NHPTV EXPLORE • NHPTV WORLD • NHPTV CREATE

