



# Stand Out This Holiday Season with a GBH Sponsorship

Reach engaged, high-value audiences across TV, radio, digital, and events. GBH makes holiday marketing easy with multiplatform packages that help your brand shine—at home and on the go.

## Connect with high-value shoppers

GBH audiences prioritize **quality and brand reputation** over low prices.

Public media audiences are up to **66%** more likely to have a household net worth of **\$2M+**.

Source: 2024 MRI-Simmons Fall Doublebase USA, A18+

## Make a lasting impression



GBH 89.7 listeners are **72%** more likely to remember the sponsors on GBH 89.7 than advertisers on commercial radio



**48%** of GBH 89.7 listeners have purchased a product or service from a GBH sponsor

Source: 2024 MRI-Simmons Fall Doublebase USA, A18+

## Reach an exclusive audience

### TV

**79%**  
of GBH viewers  
do not watch

**Lifetime**

**75%**  
of GBH viewers  
do not watch

**Hallmark**  
CHANNEL

### Radio

**87%**  
of GBH 89.7  
listeners do  
not listen to

**CRB** Classical 99.5

**89%**  
of CRB listeners  
do not listen to

**GBH** 89.7

Source: 2023 Winter MRI-Simmons (USA 11/14/21-1/24/23)

Source: Nielsen TAPSCAN, Boston Metro, JUL 2024, M-F 6a-10a + 3p-7p)

# Sponsorship Opportunities

## AUDIO

- **CRB Classical 99.5:** holiday music starts Thanksgiving Day
- **On-demand streams:** Perfect Holiday Party Soundtrack, Heavenly Holiday Classics, Ultimate Holiday Classical Mix, and Holiday Jazz
- **GBH 89.7:** Coverage of emerging holiday trends and local happenings

## EVENT

- **GBH Holiday Spectacular 2025** is a glittering night of live jazz and classical performances (Early December).
- In-person event at GBH Studios, simulcast online. Encores air on GBH 2

## VIDEO | Contact us for full schedule

Holiday specials on **GBH TV & PBS App:**  
Call the Midwife, Cooking with Mary Berry,  
Urban Nutcracker and more



## DIGITAL

- Align with holiday and winter themes in GBH's flagship newsletters, The Deep Dive and GBH Daily
- Offer GBH members an exclusive discount with a 100% SOV email

Ready to make your brand part of the season? \_\_\_\_\_

Visit [gbh.org/sponsorship](http://gbh.org/sponsorship) to explore packages and reserve your spot.

Contact us: \_\_\_\_\_