

natural HOME *Living*

LIVING WISELY. LIVING WELL.



**GREEN
NOISE**

**THE POWER
OF AUTHENTICITY**

- engagement
- clarity
- reach

THE PBS ENVIRONMENT

REACH

PBS is the most trusted media brand in America with the most respected television programming in the world. Its 354 member stations reach 99 percent of U.S. television-viewing households. Some 80 million people in almost 50 million households watch public television during an average week, significantly greater than that of any cable network's audience. The PBS audience is almost double the size of the History Channel's, more than twice the size of A&E's and Discovery's, and five times that of Bravo's. Millions of Americans visit PBS.org each month, making it one of the most trafficked dot-org websites in the U.S.

OPPORTUNITY

With far fewer non-programming minutes per hour than any of the commercial networks, public television delivers your message in a program-rich, clutter-free environment. Public television underwriting offers a unique opportunity to demonstrate your company's commitment to conscientious living within the high-quality PBS environment and to gain the loyalty of its audience, which is affluent, well-educated, active and brand loyal. The demographic breakdown of the PBS audience reflects the overall U.S. population with respect to race/ethnicity, education and income. Yet, the PBS viewer is significantly more engaged than the typical consumer in such areas as civic and cultural activities.

For instance, in comparison with the U.S. average, PBS viewers are:

- 79% more likely to own \$150,000 in stocks
- 58% more likely to be a member of local government
- 51% more likely to belong to a civic club
- 47% more likely to be a book club member
- 43% more likely to attend museums
- 43% more likely to be involved with charitable organizations
- 32% more likely to have used money management or financial counsel
- 28% more likely to own a vacation/weekend home
- 21% more likely to have taken adult education classes in the last year
- 17% more likely to have completed post-graduate study
- 14% more likely to own a home valued at \$500,000 or more

Charter underwriters receive a vested position in a media-leading franchise that is sure to grow. Underwriters are guaranteed first right of renewal to maintain their position for successive seasons and spin-off projects.

Visit www.pbs.org for more information.

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PBS

Source: Mendelsohn Affluent Survey, 2006

OGDEN PROFILE



Ogden Publications is the nation's premiere green- and sustainable-focused media company, aggregating the largest, most engaged core audience of eco-conscious consumers in the country.

With 2.5 million readers and 1.5 million unique online users, the Ogden group of conscientious magazines – *Natural Home*, *Mother Earth News*, and *Utne Reader* – comprises the leading edge of today's environmentally conscious consumers, individuals whose values and priorities are closely aligned with sustaining a healthy planet.

That's not to say they live off the grid – this audience, while ranking higher in education and income than the overall U.S. population, is generally mainstream. What sets them apart is their engagement – their hands-on interaction in their communities: as public speakers and private composters, values-driven DIYer's and opinion leaders. They are responsible citizens. That means trying to live in an eco-friendly way – recycling, retrofitting their home with eco-friendly products, and eating sustainably and locally. It also means supporting companies that reflect the same values.

More than 90 percent of the Ogden conscientious readers strongly prefer products from companies that they believe are working to support the environment. Moreover, the majority of the Ogden conscientious readers evangelize on behalf of causes, companies, and media they believe in, and because these readers are highly 'networked,' an impression made to one individual is leveraged across an entire community.

While each Ogden magazine focuses on different aspects of the conscientious lifestyle, together they bring unprecedented scale and impact.

Natural Home: As the country's only magazine and website dedicated to 'green' building and remodeling, and sustainable lifestyles, *Natural Home* is the unchallenged authority in the space. With each issue it provides inspiration, resources and practical advice in a format that makes one thing perfectly clear: green really is beautiful. www.NaturalHomeMagazine.com

Mother Earth News: The original environmental magazine, *Mother Earth News* has been showing readers how to live in harmony with nature (and more efficiently) since the environmental movement began in earnest in 1970 with the first Earth Day. Today, they're at the forefront of the 'living wisely' revolution. www.MotherEarthNews.com

Utne Reader: In the 1980s, *Utne Reader* rejuvenated independent thinking and writing as a magazine that celebrated both. It still does, by bringing the best of the independent press – essays, reviews, profiles and news – to its impassioned readers in a way that connects their thinking life with their living life. *Utne* articles locate the reader where she lives, with awareness, empathy and empowerment. www.Utne.com

Visit www.OgdenPubs.com for more information.

Source: Group SJR 2007



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SIMONPURE PROFILE



The key producers at SimonPure Productions have created, produced and managed numerous media properties that focus on lifestyle, culture, the environment, sustainability, art and design, civic issues, and community building. They share an extensive background in print journalism, having founded, published or edited a combined total of eight weekly alternative newspapers among them. Each was built on distinguished news, cultural and lifestyle content.

SimonPure Productions, an award-winning Connecticut-based television production company, was founded in 1984 by Executive Producer Kenneth A. Simon. Senior Producer Geoffrey F.X. O'Connell joined the company in 2000. Producer Linda Matys O'Connell joined in 2008.

Simon founded one of the nation's first alternative newsweeklies, *The Syracuse New Times*. During his 11 years in Syracuse he led the weekly newspaper to prominence with its groundbreaking coverage of the environment, culture, media, business and politics. The Syracuse paper and *The Ithaca Times*, another newsweekly Simon founded, have received hundreds of awards for journalistic excellence.

Geoff O'Connell was a pioneering editor and co-owner of *The New Times* in Phoenix, serving as the company's president. He teamed up with Linda Matys at the Advocate chain, which she co-founded in New England and in New Orleans. Together they founded San Antonio's *Current*. Geoff's investigative teams earned hundreds of national and regional awards.

Simon and both the O'Connells are recipients of the prestigious Amos Tuck/Champion Award for Economic Understanding. SimonPure programs have won many regional and national awards, including three Emmy awards, 18 Emmy nominations and the American Bar Association Silver Gavel for Legal Reporting.

Since starting SimonPure Productions, Ken Simon has produced, written and directed numerous programs for public television. His nationally broadcast documentaries include *The Mark of Uncas*; *Colt: Legend & Legacy*; *Left to Die*; *Schemitzun!*; and *USS Nautilus*. Simon has also created many programs broadcast on Connecticut Public Television, including nine documentaries in The Connecticut Experience series, cited as the best state humanities project in the nation. His most recent project is *Working the Land: The Story of Connecticut Agriculture*. He also produced the PBS pledge concerts *Carole King: A New Colour in the Tapestry* and *A Tribute to Harry Chapin* and was post-production producer of *The Eagles: Hell Freezes Over*.

Geoff O'Connell wrote, produced and directed a 17-episode series, *Gray's Sporting Journal* for Outdoor Life Network. The travel-adventure film series won the coveted "Teddy Award" presented each year to the top conservation-oriented outdoor show on television. He and Linda later contributed to a number of NPR affiliates, including filing reports for "Morning Edition" and "All Things Considered." He has been a consultant to CBS News and served as program consultant/producer on two concerts for public television, *I Want to Hear the Bells*, and *Christmas Is Coming* (with Vanessa Williams and Ossie Davis).

Linda O'Connell hosted the *Womankind* series for Connecticut Public Television. She served as editor of New Orleans and San Antonio magazines and oversaw Features Departments for Times-Mirror, Tribune and Gannett newspapers.

Please visit www.SimonPure.com for more information.

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PRODUCTIONS