

2019 MEDIA KIT

TOH TELEVISION



Every month, nearly 11 million unique viewers watch TOH programming on PBS and The CW Network.



10.7 MILLION

Number of unique viewers who tune in to TOH TV brands each month

Sources: Nielsen NPOWER, Live+7, 4-week January 2019, counting every person who tuned in for at least 6 minutes during an average month

FOR MORE INFORMATION, PLEASE CONTACT YOUR THIS OLD HOUSE ACCOUNT REPRESENTATIVE

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DETROIT
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LOS ANGELES
847.302.2094

SAN FRANCISCO
415.225.7590

TORONTO
416.618.6154

Build Your Dream. Do It Right.®



PHOTOS: CARL TREMBLAY



This Old House invented the genre, and as we celebrate our 40th year on PBS, we're still No. 1.

**AMERICA'S NO. 1
HOME-IMPROVEMENT SHOW**

Now in their 40th year on PBS, the TOH crew guide the transformation of several diamonds-in-the-rough over the course of the season.

- 2.4 million weekly viewers
- 55% male/45% female
- 19 Emmy awards; 99 nominations

RATINGS

- 1.7 HH • 0.43 A25-54 • 0.87 A35-64

WE MAKE HOUSE CALLS

Tommy, Richard, Roger, and Kevin travel the country. From simple home repairs and upgrades to major weekend remodels, the Ask TOH crew crisscrosses the country to help homeowners get the job done right.

- 2.2 million weekly viewers
- 56% male/44% female
- 30,000+ inquiries annually
- 2018 Daytime Emmy® Award for Outstanding Lifestyle Program; 7 nominations

RATINGS

- 1.56 HH • 0.42 A25-54 • 0.80 A35-64

Source: Nielsen NPOWER, Live+7, 1Q19

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With This Old House airing on The CW Network's Saturday morning block, advertisers can now run their own :15 and :30 commercial spots to reach families watching together in the same trusted, brand-safe, and award-winning TOH environment.

PROGRAM ENHANCEMENTS

- Airing at 10am in most markets.
For exact days and times, please visit <http://www.onemagnificentmorning.com/schedule>
- 52 weeks per year
- Repackaged with sponsorable graphic enhancements that include engaging pop-ups, bumpers, tips, and quizzes

AUDIENCE DEMOS

- Weekly Viewers: 387,000
- HH rating: 0.27
- A25-64: 0.10
- A35-64: 0.16
- 53% male / 47% female



TOH Trade School received a Parents' Choice Award honoring the best TV shows for children on January 31, 2019



On May 21, 2019, Trade School was honored with two coveted Telly Awards: General/Children, and General/How-to DIY

Source: Nielsen NPOWER, Live+7, 1Q19

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