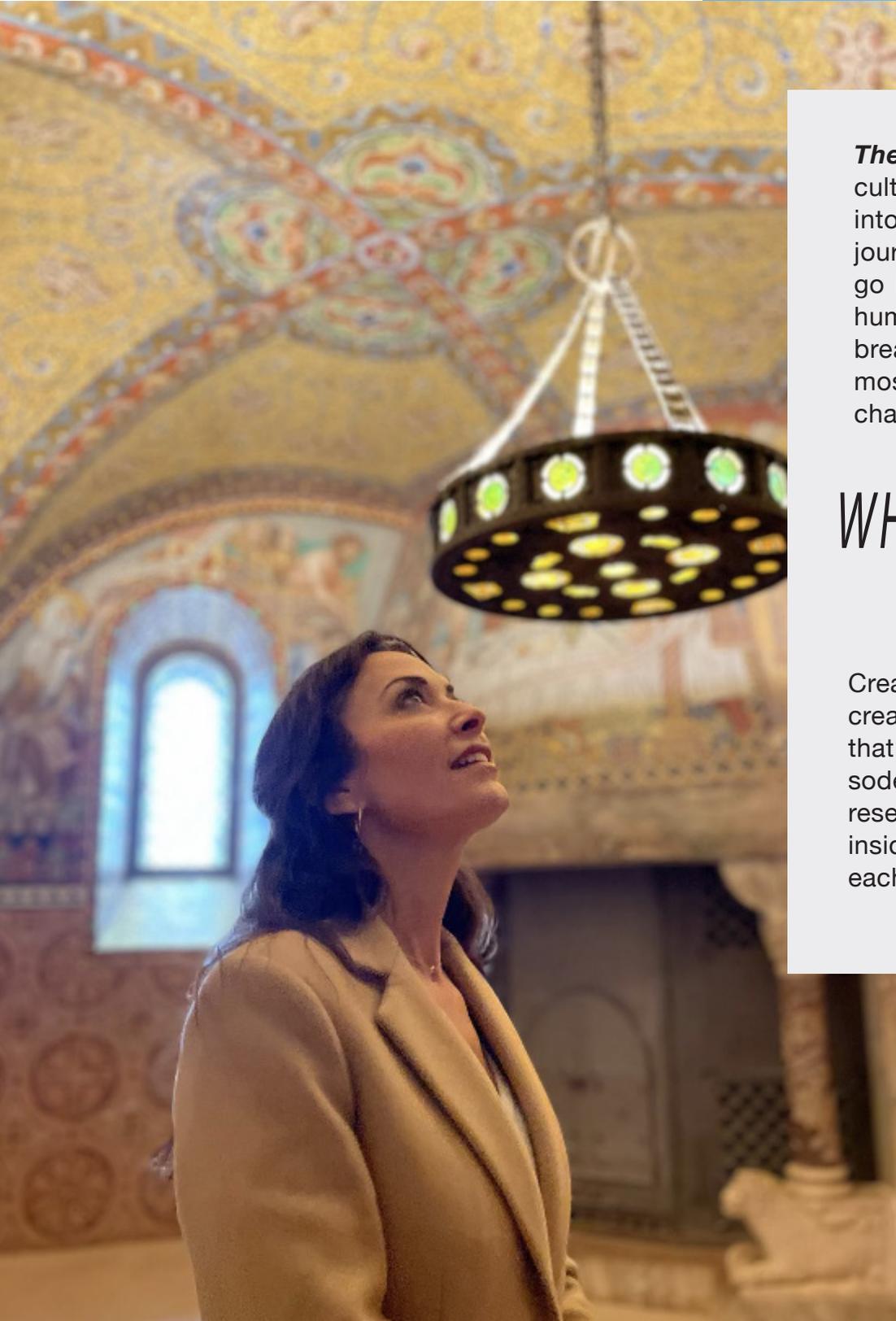


MEDIA KIT



The Design Tourist

TRAVEL SHOW



The Design Tourist is not just another travel show— it's a culturally conscious, creatively driven series that journeys into the soul of a place. Hosted by award-winning travel journalist **Karen LeBlanc**, each episode invites viewers to go beyond the guidebooks, exploring artistry, heritage, and humanity across continents and communities. This groundbreaking series encourages audiences to explore the world's most captivating destinations through the eyes of its artisans, changemakers, and cultural stewards.

WHERE CULTURE MEETS CURIOSITY

Coming to Public Television Nationwide

Created by a seasoned team of cultural storytellers and visual creatives, the series delivers authentic, compelling narratives that transport viewers on unforgettable journeys. Each episode emerges from meticulous collaboration—from in-depth research to immersive on-location production—granting rare insider access to the people and creative traditions that bring each place to life.

MORE THAN JUST A TRAVEL SHOW

A Destination Viewers Return To

The Design Tourist is your VIP pass to the world's best-kept cultural secrets. More than postcard views, the series explores destinations through the artistry of their people—where craft, design, architecture, and traditions converge.

Step inside mask-making ceremonies high in the Ecuadorian Andes. Discover centuries-old weaving techniques tucked behind bustling city streets. Hear the stories of makers, visionaries, and cultural keepers who infuse each place with its soul. Authentic. Surprising. Extraordinary.

WHAT SETS US APART

Insider Access to Creative Worlds

The show opens doors to rarely seen spaces—studios, workshops, and cultural corners—to meet artists, artisans, and designers.

Stories Told by the Creators Themselves

Each destination is experienced through the voices of those who live and breathe its creative traditions—offering viewers a deeply personal and authentic understanding.

Insightful Hosting, Unmatched Access

Host Karen LeBlanc brings a journalist's curiosity and a designer's eye, using her expertise and first-person storytelling to capture emotional truths and cultural nuance often missed by scripted shows—creating real human connection on screen.

Design as a Window Into Identity

The series reveals how art, craft, and architecture reflect both personal and cultural identity, highlighting the deep bond between creativity and place.

Revealing What's Hidden

Blending journalistic depth with artistic sensitivity, the show uncovers the unseen—stories, traditions, and creative practices absent from guidebooks and mainstream media.





A POWERFUL PLATFORM

For Meaningful Brand Integration

Unlocking the Power of Purposeful Travel

Sponsors have the opportunity to align with a growing movement of intentional, **values-driven travel**, while positioning themselves in front of a PBS audience with exceptional buying power and cultural curiosity.

Our core themes—**authenticity, creativity, and cultural preservation**—provide **fertile ground for brands committed to value, creativity, and sustainability**. Your brand becomes part of a trusted experience that resonates deeply with our viewers.

PBS - High Amplification Built on Trust

Public Television is recognized as one of the nation's most trusted sources for quality, culturally enriching programming. Unlike commercial networks, **PBS provides a highly curated environment for sponsor messages**— free from the noise and clutter of traditional advertising.

This exclusivity, paired with PBS's enduring commitment to integrity and excellence, creates a **powerful "halo effect"** for brands. Sponsors aren't simply purchasing airtime—they are creating elevated brand perception by aligning with content that audiences respect, value, and welcome into their homes.

- **More than 36 million viewers watch their local PBS stations each month** (*PBS Fast Facts - PBS Foundation, 2024*)
- **58% viewing households (more than 130 million people) watch PBS** (*PBS Fast Facts - PBS Foundation, 2024*)
- **PBS viewers are highly educated, 44% more likely to hold a doctorate degree** (*Who watches PBS - <https://blog.marketengenuity.com/who-watches-pbs-a-breakdown-of-demographics>*)
- **PBS viewers 126% more likely to have an investment portfolio over \$250,000** (*Who watches PBS - <https://blog.marketengenuity.com/who-watches-pbs-a-breakdown-of-demographics>*)

AUDIENCE PROFILE

Affluent, Curious, and Ready to Spend

Our primary audience for PBS falls within the 50-80 year-old age bracket - a demographic with enormous economic influence.

Value-Driven Consumerism

68% of Boomers say they prefer to buy from brands that align with their values—including authenticity, sustainability, and heritage.

(Deloitte Global Marketing Trends, 2023)

Spending Power

Adults 50+ drive over \$8.3 trillion in annual U.S. economic activity, controlling over 50% of all consumer spending.

(AARP, "Longevity Economy Outlook," 2023)

Wealth Ownership

The 50+ age group controls 70% of U.S. disposable income and owns 83% of U.S. household wealth. *(U.S. Federal Reserve Survey of Consumer Finances, 2022)*

Travel Spending

Baby Boomers take 4–5 leisure trips per year, and are more likely to invest in experiential, cultural, and purposeful travel rather than status-based or purely leisure travel. *(AARP Travel Trends Report, 2023)*

Online Purchasing

70% of people aged 55–73 make regular online purchases. This group is increasingly comfortable researching and booking travel, shopping for luxury goods, and engaging with digital media. *(Pew Research Center, Technology Use by Age, 2023), (eMarketer, Digital Shopping Trends by Age Group, 2023)*



PUBLIC TELEVISION BROADCAST REACH

3,500

Total Telecasts Two Years

60%

Coverage in Top 25 Markets

58%

Coverage in Markets Ranked 25-50

60%

Total National Coverage

DEMOGRAPHIC VIEWERSHIP

43.5 Million

Viewers Aged 18-34

38.1 Million

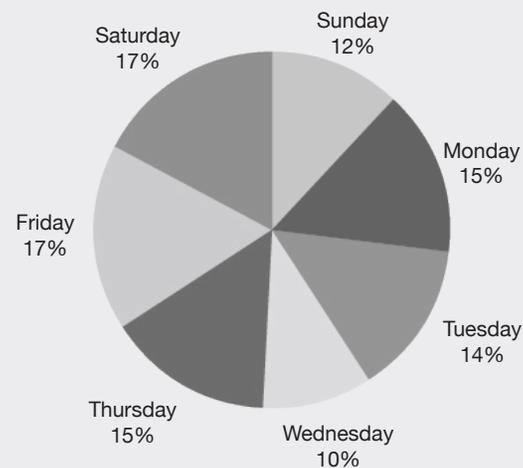
Viewers Aged 35-49

72.8 Million

Viewers Aged 50+

***Over 150 million total viewers
across all age groups***

VIEWERS by DAY PROJECTIONS



Partnership Opportunities for The Design Tourist

Public television offers one of the most trusted and brand-safe environments in media—free from commercial clutter and rooted in integrity. Sponsors connect with an engaged audience that values authenticity, quality storytelling, and cultural enrichment.

Why Sponsor?

Broadcast Reach: The Design Tourist will air on up to 300 public television stations nationwide, reaching millions of viewers across diverse markets.

Lasting Visibility: Unlike traditional commercials, sponsor messages on public television stay permanently tied to the program—appearing at the open and close of every broadcast. This keeps your brand indelibly linked to the series, reinforcing visibility and credibility with every airing.

Connection and Values: Sponsors have a rare opportunity to engage where attention is high and impact runs deep. They will connect with a program that champions cultural depth, creative storytelling, and global connection through art and design.

Flexibility: A variety of custom sponsor opportunities are available, from premier presenting roles to integrated digital and social media extensions.



Let's create impact together! One story, one destination, one unforgettable experience at a time!

Brenda Shannon, Strategic Partnerships Manager
Brenda@thedesigntourist.tv

EXECUTIVE TEAM

Karen LeBlanc - Travel Journalist & Host of The Design Tourist

Karen LeBlanc is an award-winning travel journalist and storyteller, honored with the **2025 Lowell Thomas Travel Journalism Gold Award**, two **Telly Awards**, and multiple **NATJA Awards** for The Design Tourist travel show. As host, producer, and writer, she has taken viewers beyond the guidebooks to uncover the culture, craft, cuisine, and creativity that shape the world's most compelling destinations.

Her travel features appear on **TheDesignTourist.com**, syndicated by **MSN.com** and she serves as design and travel contributor for **LaPalme Magazine**. Karen also hosts and produces **LA64**, a Louisiana travel series airing on PBS with national distribution.

Karen is a member of the **Society of American Travel Writers (SATW)**, the **North American Travel Journalists Association (NATJA)**, and the **International Food, Wine & Travel Writers Association (IFWTWA)**.

Dennis Allen - Co-Executive Producer

Dennis Allen is the founding partner of Incandescent Entertainment Inc, with 30 years of experience in every aspect of factual and documentary broadcast television.

He has acted as co-developer, executive producer, supervising producer, writer and/or director for some of the most successful public television fundraising specials of the last twenty years featuring motivational speakers and venerable British television series such as *Agatha Christie's Poirot*, *Midsomer Murders*, *Foyle's War*, and *Doc Martin* as well as music specials like *Great Moments from Soundbreaking*.

His television career spans many content categories and distribution paths including linear cable like Discovery and Animal Planet, commercial syndication, and PBS.

Recent projects include:

For PBS, retrospectives on the groundbreaking reality series *An American Family*; the comic genius of *Monty Python*, and bringing celebrity chefs José Andrés, Eric Ripert, Rick Bayless, Martha Stewart, Jacques Pepin, Vivian Howard, Marcus Samuelsson, Sara Moulton, and Carla Hall to a six-episode humorous celebration of Julia Child as they screen vintage *The French Chef* episodes and dish it up with Julia.

EXECUTIVE TEAM

Executive Program Services

Executive Program Services (EPS) is a leading distributor of high-quality content to public television stations nationwide, delivering compelling documentaries, series, pledge specials, and diverse lifestyle programming. Over its more than two-decade history the company has been a trusted partner of stations. EPS goes beyond distribution, offering station relations, customized strategy and dynamic solutions—all designed to maximize audience reach and impact. With a proven record of delivering programs that resonate with viewers and stations alike, EPS combines industry expertise with a personalized, responsive style. For content creators and partners, EPS is a forward-thinking collaborator that delivers measurable results and enduring visibility.

Brenda Shannon- Strategic Partnerships Manager

Brenda Shannon is a consultant and coordinating producer with over 20 years of experience in creative project management, strategic planning, and sponsorship development. She has overseen broadcast and streaming projects for PBS, Discovery, Animal Planet, ESPN, and NASA, providing production coordination, creative direction, and research. Beyond television, she has directed film festivals, produced large-scale community events, and led initiatives for nonprofits, educational institutions, and cultural organizations. Known for combining strategic vision with practical execution, Brenda brings expertise in production management, creative strategy, grant writing, and sponsor stewardship to deliver impactful, high-profile projects.