

NATIONAL PBS TELEVISION SERIES

Love Eat Travel with Michelle Valentine

A joyful, uplifting travel series celebrating America's most fascinating destinations.



2026 Sponsorship Media Kit



ABOUT THE SERIES

Love Eat Travel with Michelle Valentine is an upbeat, educational American travel series that celebrates the people, culture, food, and hidden gems across the United States. Each episode invites viewers into inspiring destinations through positive storytelling, beautiful visuals, and authentic local experiences—all hosted by Michelle Valentine, a nationally recognized TV personality and travel expert.

Series Highlights

- **Format:** Educational travel series featuring U.S. destinations
- **Season Structure:** 6 episodes for Season 3
- **Runtime:** 30 minutes per episode
- **Distribution:** National PBS Television + additional networks
- **Broadcast Window:** Each episode airs for 3 years across participating PBS stations nationwide
- **Tone:** Positive, culturally rich, and family-friendly storytelling

About the Host

Michelle Valentine is a national PBS television host, executive producer, author, speaker, and artist with 25+ years of media and travel experience. With over 100,000 social media followers and a devoted audience, she brings warmth, expertise, and credibility to every destination she features.





WHERE TO WATCH

NATIONAL DISTRIBUTION ACROSS MULTIPLE NETWORKS & PLATFORMS

PBS Primary Channels



Additional Networks & Platforms



Radio & Future Additions



NATIONAL REACH ACROSS TELEVISION, STREAMING, DIGITAL, AND RADIO. MILLIONS OF VIEWERS AND LISTENERS ACROSS THE UNITED STATES. SEASON 3 EXPANDS DISTRIBUTION WITH ADDITIONAL NETWORKS AND PLATFORMS.

BROADCAST • STREAMING • DIGITAL • RADIO

Audience Projection for *Love Eat Travel with Michelle Valentine*

Content: *Love Eat Travel with Michelle Valentine* is an exciting travel and lifestyle series that uncovers the heart and soul of hidden gem destinations across the United States. Hosted by Michelle Valentine, a seasoned traveler and speaker, the series dives deep into history, culture, food, and adventure while introducing viewers to the passionate locals who bring each destination to life.

Length: (6) 30-minute episodes
 Distributor: NETA
 Broadcast: June 2025 / January 2026
 Coverage of U.S. Households: 75%



Unlimited releases over 3 years

Audience Size	Original Broadcast, 6-episode series					Total Including Potential Episode Repeats								
	1st Release		Total		Gross	2nd release		3rd release		4th-6th Release		Total of all 6 Releases and Episodes		Gross
	RTG.	IMP.	RTG.	IMP.	IMP.	RTG.	IMP.	RTG.	IMP.	RTG.	IMP.	RTG.	IMP.	IMP.
Households	0.5	506,726	3.0	3,040,355	6,080,709	0.3	349,641	0.3	272,720	0.2	193,631	7.8	7,936,305	15,872,609
Persons 2+	0.2	583,410	1.4	3,500,461	7,000,922	0.2	402,553	0.1	313,991	0.1	222,934	3.6	9,137,330	18,274,660
Persons 18+	0.3	563,578	1.7	3,381,469	6,762,937	0.2	388,869	0.1	303,318	0.1	215,356	4.3	8,826,722	17,653,444
Persons 25-54	0.1	119,837	0.7	719,025	1,438,049	0.1	82,688	0.1	64,497	0.0	45,793	1.9	1,876,886	3,753,771
Persons 35-64	0.2	224,235	1.3	1,345,413	2,690,825	0.2	154,722	0.1	120,684	0.1	85,685	3.4	3,511,960	7,023,920
Persons 35+	0.4	548,445	2.2	3,290,671	6,581,342	0.3	378,427	0.2	295,173	0.1	209,573	5.8	8,589,711	17,179,422
Men 25-54	0.1	50,007	0.6	300,040	600,081	0.1	34,505	0.1	26,914	0.0	19,109	1.6	783,202	1,566,404
Men 35-64	0.2	94,180	1.1	565,083	1,130,165	0.1	64,985	0.1	50,688	0.1	35,988	2.9	1,475,048	2,950,095
Men 35+	0.3	207,219	1.7	1,243,316	2,486,632	0.2	142,981	0.2	111,525	0.1	79,183	4.5	3,245,456	6,490,911
Women 25-54	0.1	69,831	0.8	418,984	837,969	0.1	48,183	0.1	37,583	0.1	26,684	2.2	1,093,684	2,187,368
Women 35-64	0.2	130,055	1.5	780,330	1,560,660	0.2	89,738	0.1	69,996	0.1	49,697	3.9	2,036,913	4,073,825
Women 35+	0.4	341,226	2.7	2,047,355	4,094,710	0.3	235,446	0.2	183,648	0.2	130,390	6.9	5,344,256	10,688,511



OUR REACH

TRUSTED BY VIEWERS, DESTINATIONS, AND SPONSORS NATIONWIDE.

844+

Public radio stations available on PRX, including NPR affiliates

130 million+

Annual audience PBS member stations reach

40.63%

U.S. Household Reach as of 01/01/26

National PBS carriage expanding weekly

PBS anticipates 75%+ U.S. carriage for Love Eat Travel

100,000+

Michelle Valentine's Social Media Followers

Across all platforms

Top PBS Markets

Los Angeles, Chicago, Detroit, Philadelphia, D.C., Orlando, San Francisco, & more

200M+

Prime Members Worldwide

Anticipated Prime Video distribution 2026.

Global streaming expansion

1.2 million

monthly Facebook views

16 million

Viewers watch videos on PBS's site and apps

Digital Gift Magazine Exclusive member content

1.22 Million

Love Eat Travel Website annual impressions

18.7%

Email Newsletter Open Rates

Highly engaged subscriber base

150,000+

YouTube Views
Growing digital audience

Now airing in 40.63% of U.S. television households — including top PBS markets such as Los Angeles, Chicago, Detroit, Philadelphia, and more.

Data reflects current PBS distribution + upcoming streaming platforms as of 11/01/25.



DESTINATIONS & PARTNERS WE'VE WORKED WITH

TRUSTED BY BRAND PARTNERS AND TOURISM BOARDS

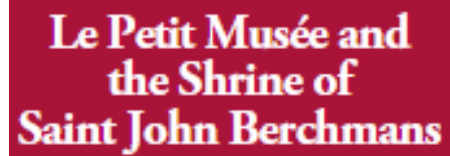
Season 1 Destination Tourism Boards



Filmed Attractions & Featured Locations



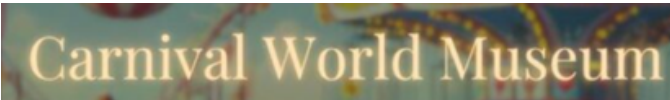
GRANGE FAIR



PennState



Key of Z Rubboards



Culinary & Restaurant Partners



The Kitchen Shop



Host Hotels





SPONSORSHIP LEVELS (UPDATED FOR 2026)

CUSTOMIZED OPPORTUNITIES FOR BRANDS AND DESTINATIONS



PREMIER SPONSOR

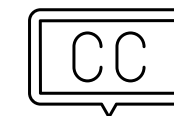
- 30-sec PBS sponsor spot in every Season 3 episode
- Top + bottom placement in all broadcast airings
- 3 years of national PBS airings + streaming visibility
- Logo on LoveEatTravel.tv + 1-year newsletter footer
- Featured in ongoing social + email promotions
- Dedicated news release & included in all Season 3 press releases
- Dedicated sponsor announcements on social + newsletter
- Optional UGC Add-On: 52 photos & videos
- Category exclusivity

SIGNATURE SPONSOR

- 15-sec PBS sponsor spot in every Season 3 episode
- Top + bottom placement in all broadcast airings
- 3 years of PBS airings + streaming exposure
- Logo on LoveEatTravel.tv
- Regular social + email mentions
- Included in select Season 3 press releases
- Dedicated sponsor welcome on social + newsletter
- Optional UGC Add-On: 52 photos & videos

SUPPORTING SPONSOR

- 5-sec PBS sponsor spot in every Season 3 episode
- Top + bottom credit placement in all broadcast airings
- 3 years of PBS airings + streaming visibility
- Logo on LoveEatTravel.tv, plus periodic social + email mentions
- Included in select Season 3 press announcements
- Dedicated sponsor welcome on social + newsletter
- Optional UGC Add-On: 52 photos & videos



CLOSED CAPTIONING SPONSOR

- On-air PBS Closed Captioning credit in every Season 3 episode
- Bottom credit logo & VO placement across all broadcasts
- 3 years of PBS airings + streaming visibility
- Logo on LoveEatTravel.tv, with select social + email mentions
- Listed in Season 3 press materials
- Dedicated welcome post on social + newsletter
- Optional UGC Add-On: 52 photos & videos

Complete rate card available upon request.
Packages may be customized for specific brand needs.



THE PBS AUDIENCE ADVANTAGE

AFFLUENT, EDUCATED, AND HIGHLY ENGAGED TRAVELERS & CONSUMERS.



- ✓ **PBS viewers take an average of 5 vacations per year**
Source: PBS Audience Survey
- ✓ **PBS viewers average over \$3 million in HH net worth**
High-net-worth households
- ✓ **PBS audience skews highly educated and culturally engaged**
70%+ hold college degrees
- ✓ **PBS viewers trust PBS more than any other media brand**
Most trusted media brand for 20+ years
- ✓ **PBS viewers are more likely to support the brands they see on PBS**
Above-average sponsor affinity
- ✓ **Median PBS audience women aged: 40-70+**
Your perfect demographic
- ✓ **PBS viewers spend heavily on travel, dining, arts, and culture**
Ideal for destinations & upscale brands

RANK #1 IN:

- ✓ PERSONAL TRAVEL
- ✓ CRUISES
- ✓ SPENDING ON GROCERIES
- ✓ USING A FULL-SERVICE BROKER
- ✓ USING A CPA
- ✓ BELONGING TO A HOTEL OR AIRLINE FREQUENT TRAVELER PROGRAM
- ✓ FINE DINING
- ✓ HAVING A POST-GRADUATE DEGREE

PBS VIEWERS ARE LOYAL, ENGAGED, AND BRAND-SUPPORTIVE. THEY TRUST PBS MORE THAN ANY OTHER MEDIA ORGANIZATION — GIVING SPONSORS STRONGER AFFINITY AND HIGHER RESPONSE POTENTIAL.

PBS IS { **#1 IN AVERAGE HH LIQUID ASSETS**
#2 IN AVERAGE HH NET WORTH



Source: Ipsos Global Influentials 2024, USA Region. Among viewers who viewed any hours on each network in the past 7 days.



WHAT DESTINATIONS & VIEWERS ARE SAYING

“The Happy Valley, Pennsylvania, episode turned out great. It was terrific to work with you. Keep up your good work! Safe travels! Thank you!”

**Edward Stoddard, Communications Director
The Happy Valley Adventure Bureau
Official Tourism Promotion Agency for Centre County, PA**



Behind the scenes at Steamboat Warehouse in Washington, Louisiana

“Every episode is a passport to a place you never knew you needed to visit! Culture comes alive, food tells a story, and neighbors put a smile on your face.”



“Just watched the St. Landry Parrish show, Loved it! Damn I'm hungry, can taste every morsel of the gumbo and need to get some of that dessert of French origin. Guess I'll just need to place on my visit soon list.”

“We love the St. Landry Parish episode. I got goosebumps when the hostess mentioned the African American slaves hiding okra seeds in their hair. Oh my goodness. It's so moving. And now my mom is craving gumbo too.”



“I would like to thank Michelle Valentine and her crew for a great filming experience. Everyone was so nice and professional and knowledgeable. The crew was in and out in no time and everyone had a wonderful time. Can't wait to see the show!”



“This was an absolutely great experience! Michelle and her crew are great people and very professional. We enjoyed working with them and we can not wait to see the show when it airs!”



“I really like Michelle's enthusiasm and the part where she explored the cave by boat was really neat. What a fun show! I'm excited to see where she goes next.”



MEET MICHELLE VALENTINE

HOST • EXECUTIVE PRODUCER • AUTHOR • SPEAKER • ARTIST

Michelle Valentine is the host and executive producer of Love Eat Travel with Michelle Valentine, with over 25 years of experience in television, publishing, and media. A Detroit native with a B.A. in Psychology from Wayne State University, she began her television career as a teen and went on to create “The Michelle Valentine Show”, which aired for seven seasons on Time Warner. She has been featured on national FOX TV, BBC Radio, and numerous ABC, CBS, and NBC affiliates for her expertise in travel, lifestyle, psychology, and relationships.

As a published author and longtime advice columnist, Michelle Valentine has contributed to newspapers and magazines nationwide, earning a devoted audience drawn to her authenticity and warmth. She is also a sought-after speaker who has presented aboard major cruise lines and at conferences and cultural events around the world. With over 100,000 social media followers, she continues to connect with audiences who value inspiring travel stories, cultural insights, and positive storytelling.



Awards & Recognitions

- Voted “Best of Detroit” - “Best Local TV Show” by the Detroit Metro Times for the entertainment series Offstage
- Voted “Best of Orlando” by Orlando Weekly: “Anyplace flaxenly graced by the presence of Michelle Valentine”
- Honored as one of “Orlando’s Fifty Finest” by Orlando Magazine for community involvement and philanthropic efforts





NEXT STEPS

Let's explore how your brand can be part of our PBS journey.



CONTACT: Melonie McCoy, Partnerships Director

EMAIL: Melonie@LoveEatTravel.tv

PHONE: +1 (425) 628-4611

WEBSITE: <https://www.LoveEatTravel.tv>

Full sponsorship rate card available upon request.