New York Public Radio is more than just radio. We reach listeners locally, nationally, and across many platforms—on the radio, online, through podcasts, and at live events.

ON AIR, ONLINE, AND ON THE STREET

1.6 million\(^1\) weekly radio listeners
54 million\(^2\) annual streaming sessions
91 million\(^2\) annual podcast downloads
390,000\(^2\) app downloads

100 live events at The Greene Space each year
5.9 million annual YouTube views
5.5 million\(^3\) weekly listeners on 4 nationally broadcast programs

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1 Nielsen: JAN 13-DEC 13 M-Su 6a-12m; P 12+. weekly cume
2 NYPR Stats JAN 12-DEC 13
3 Act 1: Arbitron DMA Fall Nationwide 2013
ABOUT
WNMC Radio brings a wide range of news, cultural, and music programs to educated, affluent, and culturally active audiences across the nation.

PLATFORMS
AM, FM, Podcasts, Streaming, Display, On-Demand

WEEKLY LISTENERS
1,024,000¹

ABOUT
WQXR is the nation’s most listened-to classical station and New York’s only all-classical music station.

PLATFORMS
FM, Streaming, Display, On-Demand

WEEKLY LISTENERS
621,100¹

ABOUT
New Jersey Public Radio broadcasts the best of WNYC plus local news and coverage for northern New Jersey and beyond.

PLATFORMS
FM, Streaming, Display

WEEKLY LISTENERS
41,200²

ABOUT

PLATFORMS
Events, Display, Video stream

LIVE EVENTS
100

¹ Nielsen: JAN 13-HOL 13 M-Su 6a-12m; P 12+. weekly cume
² Radio Research Consortium: Nielsen Audio Fall 2013
Our audiences love us and extend that love to our sponsors. We call that “The Halo Effect.”

60% have a more positive opinion of a company that supports Public Radio

52% prefer to buy from Public Radio supporters

“The cynic says that underwriting WNYC is like any other advertising. We know otherwise… While we do a broad range of advertising, only the customers we get through WNYC thank us for our contribution.”

—Richard Demenus, Owner, Tekserve

Sponsorship Opportunities

**WNBC**

**ON AIR ANNOUNCEMENTS**
15 second sponsorship credit

**ANNOUNCEMENT LIMIT**
3.75 minutes per hour

**DISPLAY**
300x250, 300x600 and Expandable Leaderboard ad units

**WQXR**

**ON AIR ANNOUNCEMENTS**
15 or 30 second sponsorship credits

**ANNOUNCEMENT LIMIT**
4.00 minutes per hour

**DISPLAY**
300x250, 300x600 and Expandable Leaderboard ad units

**STREAMING & APPS**

**PRE-ROLL**
15 seconds, plays before content begins

**MID-ROLL**
30 seconds, plays in the middle of content

**DISPLAY**
300x250 (app)

**FOCUSED ATTENTION**

Compared to commercial radio, our audience experiences clutter-free listening and engagement.

Your message on WNYC/WQXR is clear, concise & read by distinctive voices. No other station in the market can boast that exclusive environment.

1 Lightspeed Research NPR Sponsor Impact Survey, 2012
WNYC reaches the largest public radio audience in the country.

The station creates a wide range of award-winning news, cultural and music programs for educated, affluent, and culturally active audiences in New York, and across the nation. Reaching millions of discerning listeners each week, original content is available via radio, online, and mobile platforms.

**PLATFORMS:**
Radio, On-Demand, Display, Mobile App, Video, Live Events

**WNYC Listeners are more:**

- **EDUCATED & INFORMED**
  - bachelors degree
  - post graduate degree
  - 190% → 236%

- **AFFLUENT**
  - personal income $250k+
  - investments $1m+
  - 227% → 212%

- **PROFESSIONAL**
  - company president
  - owner/partner
  - board member/director
  - 183% → 307%

- **CULTURED**
  - 3+ museum visits per year
  - 3+ symphony per year
  - 10+ international trips
  - 248% → 321%

  - market average
  - 168% → 100%

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1 Nielsen: JAN 13-HOL 13 M-Su 6a-12m; P 12+
2 Triton: JAN 13 - DEC 13, Live Session Starts WNYC FM + AM
3 via Sawmill: National + Local Nov 12-Oct 13 Total audio listens
4 Google Analytics: JAN 13 - DEC 13
5 Mailchimp: APR 14
6 Scarborough R2 2013: Sep12-Aug13 P18+
WEEKDAY PROGRAMS

Morning Edition
5 am – 9 am
with Marketplace
Morning Reports
at 6:50 and 8:50 am

For nearly three decades, NPR’s Morning Edition has prepared listeners for the day ahead with up-to-the-minute news, commentary, and coverage of arts and sports. With nearly 14 million listeners, Morning Editions draws public radio's largest audience.

One of the most respected news magazines in the world, Morning Edition airs Monday through Friday on more than 660 NPR stations across the U.S.

New Tech City
5:50 & 7:50 am,
Wednesdays

Putting heart and the human experience into tech coverage, WNYC's New Tech City with Manoush Zomorodi investigates what all the data, constant connectivity, and perpetual “upgrades” really mean for daily life.

Brian Lehrer
10 am – 12 pm

The Brian Lehrer Show covers politics and life, locally and globally. Guests range from politicians such as Barack Obama and John McCain to cultural figures such as Sarah Jessica Parker to astrophysicist Neil deGrasse Tyson, and New York City middle school students.

Lehrer has won a Peabody Award and four Associated Press New York Broadcasters “Best Interview” Awards since 2000.

Leonard Lopate
12 pm – 2 pm

For the past 25 years, Leonard Lopate has welcomed poets, painters, politicians, novelists, dancers, Nobel and Pulitzer winners, filmmakers and actors to talk about their work on WNYC’s acclaimed arts and culture interview program.

The Leonard Lopate Show has been the proud recipient of three James Beard Awards and three Associated Press Awards.

Fresh Air
2 pm – 3 pm

Fresh Air with Terry Gross, the Peabody Award-winning weekday magazine of contemporary arts and issues, is one of public radio's most popular programs. Each week, nearly 4.5 million people listen to the show’s intimate conversations broadcast on more than 450 NPR stations across the country.

Fresh Air's Peabody Award citation credits the program with “probing questions, revelatory interviews and unusual insights.”
WEEKDAY PROGRAMS

The Takeaway
3 pm – 4 pm

The Takeaway is a national program that invites listeners to be part of the American conversation. Host John Hockenberry delivers news and analysis and helps listeners prepare for the day ahead.

Platforms
Broadcast, On-Demand, Stream

All Things Considered
4 pm – 6:30 pm
and 7 pm – 8 pm

Every weekday, All Things Considered hosts Robert Siegel, Michele Norris and Melissa Block present the program's trademark mix of news, interviews, commentaries, reviews, and offbeat features. The program rings with the disparate voices of its commentators, from tech guru Omar Gallaga to poet Andrei Codrescu to political columnists David Brooks and E.J. Dionne.

Platforms
Broadcast, Stream

Marketplace
6:30 pm – 7 pm

The most popular business program on radio or television, Marketplace with host Kai Ryssdal is “the business show for the rest of us.” Every week, Marketplace programs reach an unduplicated audience of more than 8 million listeners with a fresh sound that covers listeners’ interests from wallet to Wall Street.

Platforms
Broadcast, Stream

Soundcheck
9 pm – 10 pm

Soundcheck is WNYC’s on-air and online destination for new music, live performances and engaging conversations with artists, critics and tastemakers. Listeners start the conversation at Soundcheck.org and continue it with host John Schaefer every weeknight at 9 p.m. on 93.9 FM and WNYC.org.

Platforms
Broadcast, Stream, Podcast
# NATIONAL PROGRAMS

## Radiolab
- **WEEKLY CUME**: 1.4 million listeners
- **ON-DEMAND LISTENS**: 4.5 million monthly
- **466 radio stations** nationwide

Radiolab is about curiosity, discovery, and wonder. Radiolab believes your ears are a portal to another world in which sound illuminates ideas, and the boundaries blur between science, philosophy, and human experience.

**PLATFORMS**: Broadcast, Podcast, Stream, Display

## Freakonomics Radio
- **ON-DEMAND LISTENS**: 3 million monthly

Freakonomics Radio: what the hidden side of everything sounds like.

Stephen Dubner, author of *Freakonomics*, extends his unique brand of storytelling and quirk investigation to public radio.

**PLATFORMS**: Podcast, Stream

## On the Media
- **WEEKLY CUME**: 1.1 million listeners
- **ON-DEMAND LISTENS**: 560,000 monthly
- **406 radio stations** nationwide

On the Media is the smartest and wittiest media analysis show in the universe. Celebrating its 10th anniversary, Peabody-award winning On The Media examines new technology, threats to free speech, and hidden political narratives in the media.

**PLATFORMS**: Broadcast, Podcast, Stream, Display

## Studio 360
- **WEEKLY CUME**: 770,000 listeners
- **ON-DEMAND LISTENS**: 510,000 monthly
- **214 radio stations** nationwide

Studio 360 is public radio's smart and surprising guide to what's happening in pop culture and the arts.

Kurt Andersen gets inside the creative mind through conversations with guests such as Yo-Yo Ma, Sean Penn, Dolly Parton, Dave Eggers, Frank Gehry, and more.

**PLATFORMS**: Broadcast, Podcast, Stream

## The Takeaway
- **WEEKLY CUME**: 2.2 million listeners
- **ON-DEMAND LISTENS**: 210,000 monthly
- **226 radio stations** nationwide

The Takeaway is a national mid-day news program that invites listeners to be part of the American conversation.

**PLATFORMS**: Broadcast, Podcast, Stream

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1 Act 1: Arbitron DMA Fall Nationwide 2013
2 Sawmill, JAN-DEC 2013
WQXR is the nation’s most listened-to classical station and New York’s only all-classical music station.

Elevate Your Brand
WQXR is instrumental in making classical music riches accessible to New Yorkers and the world. Expand your reach with high-quality, award-winning programming on air, online, and in person with broadcast events from Carnegie Hall, Lincoln Center, and New York Public Radio’s Greene Space.

PLATFORMS:
Broadcast, On-Demand, Display, Mobile App, Video, Live Events

WQXR Listeners are more:

**EDUCATED & INFORMED**
- bachelors degree ➔ 163%
- post graduate degree ➔ 209%

**AFFLUENT**
- personal income $250k+ ➔ 170%
- investments $1m+ ➔ 240%
- marketing/advertising ➔ 168%
- finance ➔ 141%

**PROFESSIONAL**
- company president ➔ 209%
- owner/partner ➔ 186%
- board member/director ➔ 250%

**CULTURED**
- 3+ museum visits per year ➔ 258%
- 3+ symphony per year ➔ 477%
- market average 100%

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1 Nielsen: JAN 13-HOL 13 M-Su 6a-12m; P 12+
2 Triton: JAN 13-DEC 13, Live Session Starts WNYC FM + AM
3 via Sawmill: JAN 13-Oct 13 Total audio listens
4 Google Analytics: JAN 13-DEC 13
5 Mailchimp: APR 14
6 Scarborough R2 2013: Sep12-Aug13 P18+
**WEEKDAY PROGRAMS**

**Jeff Spurgeon**
5:30 - 10 am

Jeff Spurgeon has been the morning host of WQXR since 2006. He joined WQXR in 1997 and during his 30-year career in radio, Spurgeon has been an announcer, reporter, newscaster, interviewer and producer.

In addition to hosting Around Broadway each Wednesday with Charles Isherwood of the New York Times, Spurgeon hosts remote broadcasts in New York City and internationally.

**Elliott Forrest**
10 am – 3 pm

Elliott Forrest is currently a daytime host on WQXR. Since his return to WQXR in 2002, he has hosted and produced live events from Lincoln Center, Carnegie Hall, Hollywood Bowl and The Jerome L. Greene Space, among others. Forrest is the recipient of a George Foster Peabody Award, and two Excellence in Broadcasting Awards from the New York State Broadcasters Association.

**Naomi Lewin**
3 pm – 7 pm

Naomi Lewin is the weekday afternoon host on WQXR, and the host of WQXR's bi-weekly podcast Conducting Business. Before arriving at WQXR, Lewin was the midday host at WGUC, Cincinnati's classical public radio station. In Cincinnati, she began writing and hosting the award-winning, weekly program Classics for Kids, which now airs on radio stations across the country.

**Terrance McKnight**
7 pm – 11 pm

Terrance McKnight is the WQXR weekday evening host. He also hosts the Saturday evening program, All Ears with Terrance McKnight, a show about musical discovery, which was honored with an ASCAP Deems Taylor Radio Broadcast Award in 2010.
The Jerome L. Greene Space hosts live broadcasts and tapings of WNYC’s signature programs; concerts and festivals from WQXR, New York City’s sole 24-hour classical music station; and wide-ranging events such as the Battle of the Boroughs talent quest.

**ANNUAL ATTENDEES**
15,000

**ANNUAL EVENTS**
100

**RECENT GUESTS**
- Cyndi Lauper
- Ian McKellan
- David Byrne
- Mike Birbiglia
- Lewis Black
- Junot Diaz
- Rufus Wainwright
- Talib Kweli
- Steve Buscemi
- Steve Martin
- Patrick Stewart
- Regina Spektor
- Edie Falco
- Walt Frazier
- Lang Lang
- Tig Notaro
- Grizzly Bear
- Phillip Glass

**PLATFORMS**
Live events take place on the stage in the heart of SoHo.

Select events are broadcast live, taped for broadcast, and streamed online as audio & video.

**EVENT SERIES**
- The Battle of the Boroughs
- WNYC Newsroom
- Lopate and Locavores
- New Tech City Live
- Soundcheck Live
- WNYC Science Fair
- Q2 Presents
- Craft Beer Jam