

NEW YORK  
PUBLIC  
RADIO

Media Kit  
Q3 2014

**WNYC:** WNYC.ORG · 93.9 FM · AM 820

**WQXR:** 105.9 FM · WQXR.ORG

**THE GREENE SPACE:** THEGREENESPACE.ORG



More information: [sponsorship@nypublicradio.org](mailto:sponsorship@nypublicradio.org)

NEW YORK  
PUBLIC  
RADIO

WNYC

WQXR

NJPR

THE  
GREENE  
SPACE

New York Public Radio creates smart programs for an incredibly intelligent audience. We reach listeners nationally across many platforms—on the radio, online, on-demand, and at live events.



ON AIR, ONLINE, AND ON THE STREET

1.6 million<sup>1</sup>  
weekly radio listeners

57 million<sup>2</sup>  
annual streaming  
sessions

135 million<sup>3</sup>  
annual on-demand  
listens

435,000  
app downloads

100  
live events at  
The Greene Space  
each year

7.7 million  
annual YouTube views

5.5 million<sup>4</sup>  
weekly listeners on 4  
nationally broadcast  
programs

1 Nielsen: JAN 14-MAY 14 M-Su 6a-12m; P 12+. weekly cume

2 Triton Digital, JUN 13-MAY 14

3 Sawmill, MAY 13-APR 14

4 Act 1: Arbitron DMA Fall Nationwide 2013

## OUR PROPERTIES



### ABOUT

WNYC 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 RADIO LISTENERS

977,000<sup>1</sup>



### 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 RADIO LISTENERS

592,000



### 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 RADIO LISTENERS

41,200<sup>2</sup>



### ABOUT

The Jerome L. Greene performance space hosts intimate live events, engaging New York Public Radio's audience in an exclusive venue in SoHo.

### PLATFORMS

Events, Display, Video stream

### LIVE EVENTS

100

<sup>1</sup> Nielsen: JAN 14-MAY 14 M-Su 6a-12m; P 12+. weekly cume

<sup>2</sup> Radio Research Consortium: Nielsen Audio Fall 2013; M-Su 6a-12m P12+

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<sup>1</sup>

52%

prefer to buy from Public Radio supporters<sup>1</sup>

“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

### WNYC

#### 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.

## 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:<sup>6</sup>

**EDUCATED & INFORMED**

bachelors degree → 190%  
post graduate degree → 236%

**AFFLUENT**

personal income \$250k+ → 227%  
investments \$1m+ → 212%

**PROFESSIONAL**

company president → 307%  
owner/partner → 183%  
board member/director → 461%

**CULTURED**

3+ museum visits per year → 248%  
3+ symphony per year → 321%  
10+ international trips → 168%

market average — 100%

**RADIO WEEKLY CUME**

977,000<sup>1</sup>

**RADIO WEEKLY TIME SPENT LISTENING**

4.75 hours<sup>1</sup>

**MONTHLY STREAMING SESSIONS**

3.6 million<sup>2</sup>

**MONTHLY PODCASTS / DOWNLOADS**

13.8 million<sup>3</sup>

**MONTHLY VISITS**

1,770,000<sup>4</sup>  
878,000<sup>4</sup> unique

**MONTHLY MOBILE**

**PAGEVIEWS**  
1,000,000<sup>4</sup>

**MONTHLY PAGEVIEWS**

2,700,000<sup>4</sup>

**E-NEWSLETTER SUBSCRIBERS**

126,000<sup>5</sup>

1 Nielsen: JAN 14-MAY 14 M-Su 6a-12m; P 12+

2 Triton: JAN 14 - MAY 14, Live Session Starts WNYC FM + AM

3 via Sawmill: National + Local JAN 14-JUN 14 Total audio listens

4 Google Analytics: JAN 14 - JUN 14

5 Mailchimp: JUL 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

#### PLATFORMS

Broadcast, Stream



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 Edition 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

#### PLATFORMS

Broadcast, On-Demand,  
Stream



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

#### PLATFORMS

Broadcast, On-Demand,  
Stream



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

#### PLATFORMS

Broadcast, On-Demand,  
Stream



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

#### PLATFORMS

Broadcast, Stream



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

**PLATFORMS**

Broadcast, On-Demand,  
Stream



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.

### All Things Considered

4 pm - 6:30 pm  
and 7 pm - 8 pm

**PLATFORMS**

Broadcast, Stream



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.

### Marketplace

6:30 pm - 7 pm

**PLATFORMS**

Broadcast, Stream



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.

### Soundcheck

9 pm - 10 pm

**PLATFORMS**

Broadcast, Stream,  
Podcast



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](http://Soundcheck.org) and continue it with host John Schaefer every weeknight at 9 p.m. on 93.9 FM and [WNYC.org](http://WNYC.org).



## NATIONAL PROGRAMS



**WEEKLY CUME**  
1.4 million listeners<sup>1</sup>

**ON-DEMAND LISTENS**  
5.6 million  
monthly<sup>2</sup>

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



**ON-DEMAND LISTENS**  
4.2 million monthly<sup>2</sup>

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



**WEEKLY CUME**  
1.1 million listeners<sup>1</sup>

**ON-DEMAND LISTENS**  
877,000 monthly<sup>2</sup>

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



**WEEKLY CUME**  
770,000 listeners<sup>1</sup>

**ON-DEMAND LISTENS**  
335,000 monthly<sup>2</sup>

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



**WEEKLY CUME**  
2.2 million listeners<sup>1</sup>

**ON-DEMAND LISTENS**  
265,000 monthly<sup>2</sup>

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

<sup>1</sup> Act 1: Arbitron DMA Fall Nationwide 2013

<sup>2</sup> Sawmill, JAN-JUN 2014





## NATIONAL PROGRAMS



ON-DEMAND LISTENS  
214,000 monthly<sup>1</sup>

Death, Sex, and Money is a podcast about the big questions and hard choices that are often left out of polite conversation. Host Anna Sale talks to celebrities you've heard of—and regular people you haven't—about the Big Stuff: relationships, money, family, work and making it all count while we're here.

PLATFORMS  
Podcast

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ON-DEMAND LISTENS  
47,000 monthly<sup>1</sup>

The Sporkful is a James Beard Award-nominated podcast and blog where we discuss, debate and obsess over ridiculous food minutiae in search of new and better ways to eat. It's created and hosted by Dan Pashman.

PLATFORMS  
Podcast, Display

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ON-DEMAND LISTENS  
31,000 monthly<sup>1</sup>

The Longest Shortest Time is a podcast and blog about surprising struggles in early parenthood, hosted by author and This American Life contributor Hillary Frank.

PLATFORMS  
Podcast, Display

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:**

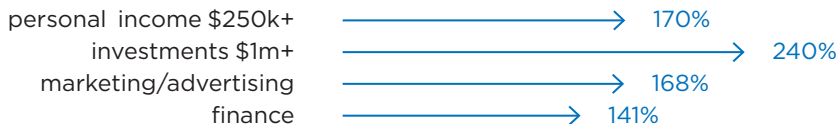
Broadcast, On-Demand, Display, Mobile App, Video, Live Events

WQXR Listeners are more:<sup>6</sup>

**EDUCATED & INFORMED**



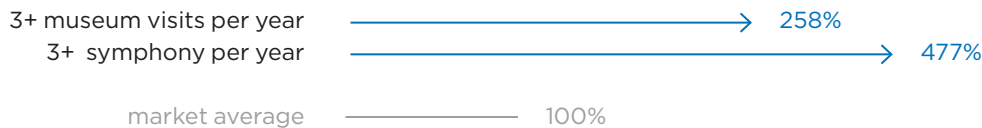
**AFFLUENT**



**PROFESSIONAL**



**CULTURED**



**WEEKLY CUME**

592,000<sup>1</sup>

**AVERAGE TIME SPENT LISTENING**

4 hours<sup>1</sup>

**MONTHLY STREAMING CONNECTIONS**

1.1 million<sup>2</sup>

**MONTHLY ON-DEMAND LISTENS**

77,000<sup>3</sup>

**MONTHLY VISITS**

547,000<sup>4</sup>  
246,000<sup>4</sup> unique

**MOBILE PAGEVIEWS**

330,000<sup>4</sup>

**MONTHLY PAGEVIEWS**

827,000<sup>4</sup>

**E-NEWSLETTER SUBSCRIBERS**

40,000<sup>5</sup>

1 Nielsen: JAN 14-MAY 14 M-Su 6a-12m; P 12+

2 Triton: JAN 14-MAY 14, Live Session Starts WNYC FM + AM

3 via Sawmill: JAN 14-JUN 14 Total audio listens

4 Google Analytics: JAN 14-JUN 14

5 Mailchimp: JUL 14

6 Scarborough R2 2013: Sep12-Aug13 P18+

## WEEKDAY PROGRAMS

### Jeff Spurgeon

5:30 - 10 am

**PLATFORMS**

Broadcast, Stream



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.

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### Elliott Forrest

10 am - 3 pm

**PLATFORMS**

Broadcast, Stream



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.

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### Naomi Lewin

3 pm - 7 pm

**PLATFORMS**

Broadcast, Stream



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.

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### Terrance McKnight

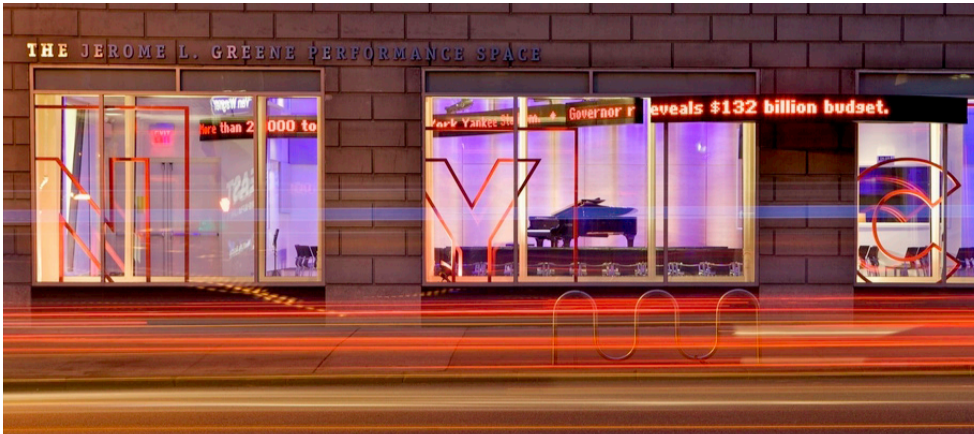
7 pm - 11 pm

**PLATFORMS**

Broadcast, Stream



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