

NEW YORK
PUBLIC
RADIO

Media Kit
Q2 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

NEW YORK
PUBLIC
RADIO

WNYC

WQXR

NJPR

THE
GREENE
SPACE

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 million¹
weekly radio listeners

54 million²
annual streaming
sessions

91 million²
annual podcast
downloads

390,000²
app downloads

100
live events at
The Greene Space
each year

5.9 million
annual YouTube views

5.5 million³
weekly listeners on 4
nationally broadcast
programs

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

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 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

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

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 Radio¹

52% prefer to buy from Public Radio supporters¹

“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.

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

RADIO WEEKLY CUME
1,024,000¹

RADIO WEEKLY TIME SPENT LISTENING
4.5 hours¹

MONTHLY STREAMING SESSIONS
3 million²

MONTHLY PODCASTS / DOWNLOADS
10.6 million³

WNYC Listeners are more:⁶

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%

MONTHLY VISITS

1,290,000⁴
660,000⁴ unique

MONTHLY MOBILE

PAGEVIEWS
1,000,000⁴

MONTHLY PAGEVIEWS

2,200,000⁴

E-NEWSLETTER SUBSCRIBERS

130,000⁵

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

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 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

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 and continue it with host John Schaefer every weeknight at 9 p.m. on 93.9 FM and WNYC.org.



NATIONAL PROGRAMS



WEEKLY CUME
1.4 million listeners¹

ON-DEMAND LISTENS
4.5 million
monthly²

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
3 million monthly²

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 listeners¹

ON-DEMAND LISTENS
560,000 monthly²

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 listeners¹

ON-DEMAND LISTENS
510,000 monthly²

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 listeners¹

ON-DEMAND LISTENS
210,000 monthly²

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

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:

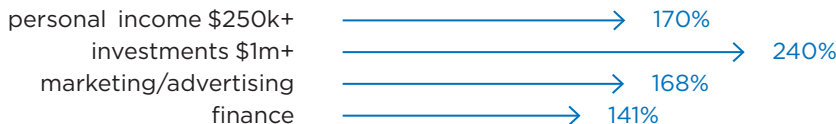
Broadcast, On-Demand, Display, Mobile App, Video, Live Events

WQXR Listeners are more:⁶

EDUCATED & INFORMED



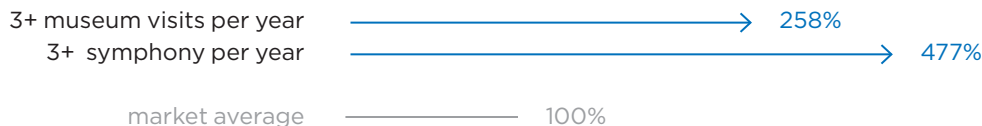
AFFLUENT



PROFESSIONAL



CULTURED



WEEKLY CUME

621,100¹

AVERAGE TIME SPENT LISTENING

3.75 hours¹

MONTHLY STREAMING CONNECTIONS

1.2 million²

MONTHLY PODCASTS / DOWNLOADS

101,000³

MONTHLY VISITS

500,000⁴
200,000⁴ unique

MOBILE PAGEVIEWS

330,000⁴

MONTHLY PAGEVIEWS

820,000⁴

E-NEWSLETTER SUBSCRIBERS

40,000⁵

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

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.

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.

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.

Terrance McKnight

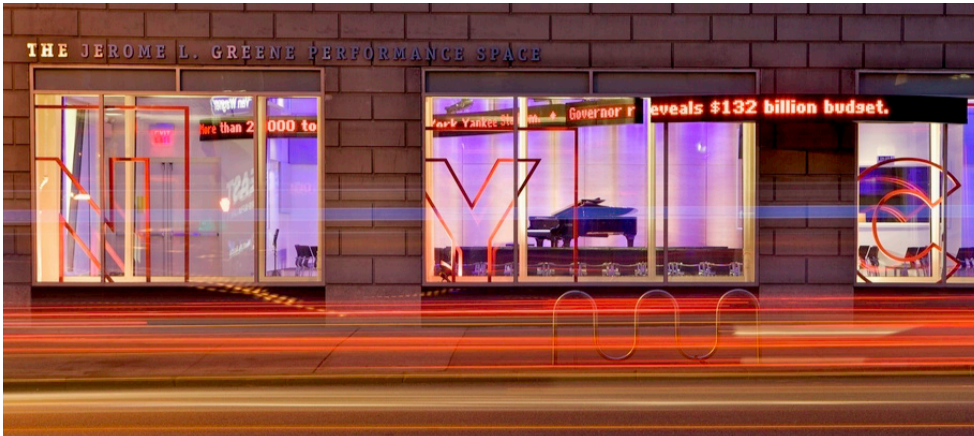
7 pm - 11 pm

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 | Steve Martin |
| Ian McKellan | Patrick Stewart |
| David Byrne | Regina Spektor |
| Mike Birbiglia | Edie Falco |
| Lewis Black | Walt Frazier |
| Junot Diaz | Lang Lang |
| Rufus Wainwright | Tig Notaro |
| Talib Kweli | Grizzly Bear |
| Steve Buscemi | 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