New York Public Radio creates smart programs for an incredibly intelligent and affluent audience of over 20 million people every month.¹

Sponsors reach our audience through marketing messages across many platforms nationwide — on the radio, online, on-demand, and at live events.

**BY THE NUMBERS: ON AIR, ONLINE, AND ON THE STREET**

1.2 million weekly radio listeners in NYC²

7.1 million weekly listeners on 7 nationally broadcast programs³

4.2 million monthly streaming sessions⁴

20 million monthly podcast downloads and on-demand listens⁵

2 million monthly app sessions⁶

90 live events at The Greene Space each year

¹ NYPR Comprehensive Audience; Nielsen, Act1: Arbitron, Splunk, Triton, Google Analytics
² Nielsen: OCT 15 - Dec 15 M-Su 6a-12m; P 6+. weekly cume
³ Act 1: Arbitron DMA Fall Nationwide 2015
⁴ Triton Digital, OCT - DEC 15, all NYPR streams
⁵ Splunk, Total Unique Downloads OCT - DEC 15
⁶ Google Analytics, OCT - DEC 15
### Our Properties

<table>
<thead>
<tr>
<th>About</th>
<th>Platforms</th>
<th>Weekly Radio Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WNYC</strong></td>
<td>AM, FM, Podcasts, Streaming, Display, On-Demand</td>
<td>794,900&lt;sup&gt;1&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>WQXR</strong></td>
<td>FM, Streaming, Display, On-Demand</td>
<td>553,100&lt;sup&gt;1&lt;/sup&gt;</td>
</tr>
<tr>
<td><strong>NJPR</strong></td>
<td>FM, Streaming, Display</td>
<td>42,900&lt;sup&gt;2&lt;/sup&gt;</td>
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<tr>
<td><strong>The Greene Space</strong></td>
<td>Events, Display, Video stream</td>
<td>90</td>
</tr>
</tbody>
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<sup>1</sup> Nielsen: OCT 15 - DEC 15 M-Su 6a-12m; P 6+. weekly cume
<sup>2</sup> Radio Research Consortium: Nielsen Audio Spring 2014; M-Su 6a-12m P12+
Our audiences love us and extend that love to our sponsors, creating a “halo effect.”

72% have a more positive opinion of a company that supports public radio

62% prefer to buy from companies that support public radio

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, ON-DEMAND, & APPS**

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

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

**DISPLAY**
300x50 (app)

“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

“NY Public Radio has been the perfect underwriting partner for Carnegie Hall. I am confident that we share an important target audience, and their radio and web-based platforms are a great way to reach this audience with our message.”

—Naomi Grabel, Carnegie Hall

**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 Sponsorship Survey, 2014
WNYC is New York’s premiere public radio station, reaching the largest public radio audience in the country and producing beloved programs like Radiolab and The Brian Lehrer Show.

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, App, and Live Events

**WNYC Listeners are more.**

(by index)

<table>
<thead>
<tr>
<th>Educated &amp; Informed</th>
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<tr>
<td>Bachelors degree</td>
<td>209</td>
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<td>Post graduate degree</td>
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<td>Personal income $250k+</td>
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<tr>
<td>Investments $1m+</td>
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<th>Professional</th>
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<td>Owner/partner</td>
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<td>Manager</td>
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<tr>
<td>3+ museum visits per year</td>
<td>293</td>
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<td>3+ symphony per year</td>
<td>230</td>
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<tr>
<td>10+ international trips</td>
<td>218</td>
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<tr>
<td>Market average</td>
<td>100</td>
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1. Nielsen: OCT - DEC 15 M-Su 6a-12m; P 6+
2. Triton: OCT - DEC 15, Live Session Starts WNYC
3. Via Splunk: OCT - DEC 15 Total Unique Downloads
4. Google Analytics: OCT - DEC 15, Desktop and Mobile
5. Google Analytics: OCT - DEC 15, Mobile Web and App
6. Mailchimp: OCT - DEC 15, Daily Brief & This Week on WNYC
7. Scarborough R2 2015: SEP 14-AUG 15 (Rev. 1) P18+
WEEKDAY PROGRAMS

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

For nearly three decades, 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.

Note To Self
5:50 & 7:50 am,
Wednesdays

Putting heart and the human experience into tech coverage, WNYC’s Note To Self 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

Leonard Lopate welcomes poets, painters, politicians, novelists, dancers, Nobel and Pulitzer winners, filmmakers and actors to talk about their work each afternoon 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
Monday - Thursday

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.”

Please visit wnyc.org/schedule for a fully detailed schedule
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.

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.

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.
**WNYC NATIONAL PROGRAMS**

<table>
<thead>
<tr>
<th>Program</th>
<th>Weekly Radio Audience</th>
<th>Platform Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Radiolab</strong></td>
<td>1.3 million listeners¹</td>
<td><strong>Platforms</strong> Broadcast, On-Demand, Podcast, Stream, Display</td>
</tr>
<tr>
<td><strong>Podcast Downloads</strong></td>
<td>7 million monthly²</td>
<td></td>
</tr>
<tr>
<td><strong>Freakonomics Radio</strong></td>
<td>5.4 million monthly²</td>
<td>Freakonomics Radio: what the hidden side of everything sounds like. Stephen Dubner, author of <em>Freakonomics</em>, extends his unique brand of storytelling and quirky investigation to public radio.</td>
</tr>
<tr>
<td><strong>On the Media</strong></td>
<td>1.1 million listeners¹</td>
<td><strong>Platforms</strong> On-Demand, Podcast, Broadcast</td>
</tr>
<tr>
<td><strong>Weekly Radio Audience</strong></td>
<td>360,000 listeners¹</td>
<td></td>
</tr>
<tr>
<td><strong>Weekly Radio Audience</strong></td>
<td>850,000 monthly²</td>
<td></td>
</tr>
<tr>
<td><strong>A Smart and Surprising Guide</strong></td>
<td>755,000 listeners¹</td>
<td>A smart and surprising guide to what's happening in pop culture and the arts. Kurt Andersen gets inside the creative mind with guests such as Sean Penn, Dolly Parton, Frank Gehry, and more.</td>
</tr>
<tr>
<td><strong>Weekly Radio Audience</strong></td>
<td>175,000 monthly²</td>
<td></td>
</tr>
<tr>
<td><strong>The Takeaway</strong></td>
<td>2.3 million listeners¹</td>
<td>The daily mid-day news program that invites listeners to be part of the American conversation. Host John Hockenberry digs beneath the headlines to answer tough questions facing the world today.</td>
</tr>
<tr>
<td><strong>Weekly Radio Audience</strong></td>
<td>198,000 monthly²</td>
<td></td>
</tr>
<tr>
<td><strong>Snap Judgment</strong></td>
<td>930,000 listeners³</td>
<td>It's storytelling, with a beat. Each week host Glynn Washington assembles a group of the nation's best storytellers to bring true tales of underwater cave divers, rags-to-riches musicians, and Alaskan dogsled racers.</td>
</tr>
<tr>
<td><strong>Weekly Radio Audience</strong></td>
<td>317 radio stations</td>
<td></td>
</tr>
<tr>
<td><strong>Podcast Downloads</strong></td>
<td>1.3 million monthly²</td>
<td></td>
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</table>

¹ Act 1: Arbitron DMA Fall Nationwide 2015, Weekly Cume
² Splunk, OCT - DEC 15, Total Unique Downloads
³ Act 1: Arbitron DMA Fall Nationwide 2014, Weekly Cume
Death, Sex & 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.

**PLATFORMS**
On-Demand, Podcast

Here’s The Thing with Alec Baldwin hosts intimate conversations with artists, policy makers and performers like Lena Dunham, David Letterman, and Julie Andrews.

**PLATFORMS**
On-Demand, Podcast

Note To Self with Manoush Zomorodi investigates what all the data, constant connectivity, and perpetual “upgrades” really mean for daily life.

**PLATFORMS**
On-Demand, Podcast, Broadcast, Stream

The New Yorker Radio Hour is a weekly program presented by the magazine’s editor, David Remnick, and produced by WNYC Studios and The New Yorker.

**PLATFORMS**
Broadcast, On-Demand, Podcast

The Sporkful is a podcast and blog that discusses, debates and obsesses over ridiculous food minutiae in search of new and better ways to eat. It’s created and hosted by Dan Pashman.

**PLATFORMS**
On-Demand, Podcast

Only Human’s host Mary Harris brings inspiring stories and insightful conversations about the triumphs, innovations, and struggles we meet every day in the name of good health.

**PLATFORMS**
On-Demand, Podcast, Broadcast, Stream
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, Live Events

WQXR Listeners are more:

<table>
<thead>
<tr>
<th>Educated &amp; Informed</th>
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<tr>
<td>post graduate study</td>
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<tr>
<td>owned home value $2m+</td>
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<tr>
<td>uses financial planner</td>
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<td>VP</td>
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<tr>
<td>CEO</td>
<td>199</td>
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<tr>
<td>make corp. IT purchases</td>
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<table>
<thead>
<tr>
<th>Cultured</th>
<th></th>
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<tbody>
<tr>
<td>3+ museum visits per year</td>
<td>280</td>
</tr>
<tr>
<td>3+ symphony per year</td>
<td>457</td>
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<tr>
<td>3+ opera visits per year</td>
<td>407</td>
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<tr>
<td>watched 4+ films in theaters (past 3 mo.)</td>
<td>122</td>
</tr>
<tr>
<td>market average</td>
<td>100</td>
</tr>
</tbody>
</table>

---

1. Nielsen: Oct - Dec 15 M-Su 6a-12m; P 6+
2. Triton: Oct - Dec 15, Live Session Starts WQXR Streams
4. Google Analytics: Oct - Dec 15
5. Mailchimp: Dec 15
6. Scarborough R2 2015: Sep 14 - Aug 15 P18+
WEEKDAY SCHEDULE

Jeff Spurgeon
5:30 - 10 am

PLAT FORMS
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.

Annie Bergen
10 am – 3 pm

PLAT FORMS
Broadcast, Stream

Annie Bergen is the midday host on WQXR. Bergen’s reports on film, music, theater, books and art have won several awards, including an “Outstanding Feature Story” award from the NYSBA. She has interviewed more than 300 arts personalities and is now featured on various WQXR programs.

Elliott Forrest
3 pm – 7 pm

PLAT FORMS
Broadcast, Stream

Elliott Forrest is 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.

Terrance McKnight
7 pm – 11 pm

PLAT FORMS
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.
DIGITAL STREAMS

WQXR’s Q2 music is a 24-hr digital stream devoted to the music of living composers like Philip Glass and Jonny Greenwood. It’s a home for immersive festivals, webcasts, and on-demand concerts.

**PLATFORMS**
Stream, E-Newsletter, Display

---

Operavore is WQXR’s digital 24/7 audio stream, blog, and weekly radio show for opera lovers. The stream features a continuous mix of classic and contemporary opera recordings.

**PLATFORMS**
Stream, Display, Broadcast

---

The Jonathan Channel is a 24-hr stream that provides an unparalleled showcase for the Great American Songbook, featuring artists like Frank Sinatra and Stephen Sondheim.

**PLATFORMS**
Stream, Display
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**

11,000

**ANNUAL EVENTS**

90

**RECENT GUESTS**

- Cyndi Lauper
- Ian McKellen
- Kevin Bacon
- Mike Birbiglia
- Patti Smith
- Malcolm Gladwell
- Rufus Wainwright
- Talib Kweli
- Steve Buscemi
- Steve Martin
- Patrick Stewart
- Regina Spektor
- Primus
- Misty Copeland
- Lang Lang
- Jim Gaffigan
- 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**

- Live Podcast Series
- WNYC Newsroom
- Lopate and Locavores
- Note to Self Live
- WQXR Concerts
- Meet @ WNYC Singles Events
- WNYC Science Fair
- Q2 Presents
- Craft Beer Jam