

NEW YORK
PUBLIC
RADIO

Media Kit
Q1 2016

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 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 NYC ²

7.1 million
weekly listeners on 7
nationally broadcast
programs ³

4.2 million
monthly streaming
sessions ⁴

20 million
monthly podcast
downloads and
on-demand listens ⁵

2 million
monthly app sessions ⁶

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



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

794,900¹



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

553,100¹



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 RADIO LISTENERS

42,900²



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

ANNUAL LIVE EVENTS

90

¹ Nielsen: OCT 15 - DEC 15 M-Su 6a-12m; P 6+. weekly cume

² 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 radio¹

62%
prefer to buy from companies that support public radio¹

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.

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:⁷

(BY INDEX)

EDUCATED & INFORMED



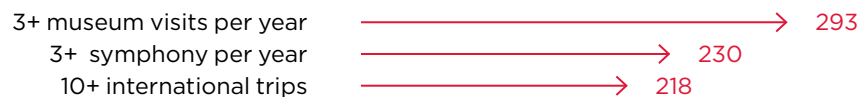
AFFLUENT



PROFESSIONAL



CULTURED



market average — 100

WEEKLY RADIO CUME

794,500¹

WEEKLY RADIO TIME SPENT LISTENING

4.75 hours¹

MONTHLY STREAMING SESSIONS

3 million²

MONTHLY PODCAST DOWNLOADS

20 million³

MONTHLY UNIQUES

1,047,000⁴

MONTHLY MOBILE

PAGEVIEWS

1,885,000⁵

MONTHLY

PAGEVIEWS

4,033,000⁴

E-NEWSLETTER

SUBSCRIBERS

330,000⁶

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

PLATFORMS

Broadcast, Stream



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

PLATFORMS

Broadcast, On-Demand,
Podcast, Stream



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

PLATFORMS

Broadcast, On-Demand,
Podcast, 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,
Podcast, Stream



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

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.



NATIONAL PROGRAMS



WEEKLY RADIO AUDIENCE
1.3 million listeners¹

582 radio stations

PODCAST DOWNLOADS
7 million monthly²

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, On-Demand, Podcast, Stream, Display



PODCAST DOWNLOADS
5.4 million monthly²
64 radio stations

WEEKLY RADIO AUDIENCE
360,00 listeners¹

Freakonomics Radio: what the hidden side of everything sounds like. Stephen Dubner, author of *Freakonomics*, extends his unique brand of storytelling and quirky investigation to public radio.

PLATFORMS

On-Demand, Podcast, Broadcast



WEEKLY RADIO AUDIENCE
1.1 million listeners¹
419 radio stations

PODCAST DOWNLOADS
850,000 monthly²

On the Media is the smartest and wittiest media analysis show in the universe. The Peabody-award winning show examines technology, free speech, and political narratives in the media.

PLATFORMS

Broadcast, On-Demand, Podcast, Stream, Display



WEEKLY RADIO AUDIENCE
755,000 listeners¹
220 radio stations

PODCAST DOWNLOADS
175,000 monthly²

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.

PLATFORMS

Broadcast, On-Demand, Podcast, Stream



WEEKLY RADIO AUDIENCE
2.3 million listeners¹
244 radio stations

PODCAST DOWNLOADS
198,000 monthly²

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.

PLATFORMS

Broadcast, On-Demand, Podcast, Stream



WEEKLY RADIO AUDIENCE
930,000 listeners³
317 radio stations

PODCAST DOWNLOADS
1.3 million monthly²

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.

PLATFORMS

Broadcast, On-Demand, Podcast, Stream

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 12



NATIONAL PROGRAMS



PODCAST DOWNLOADS
932,000 monthly¹

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



PODCAST DOWNLOADS
668,000 monthly¹

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



PODCAST DOWNLOADS
520,000 monthly¹

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



PODCAST DOWNLOADS
309,000 monthly³
103 radio stations

WEEKLY RADIO AUDIENCE
421,300 listeners²

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



PODCAST DOWNLOADS
212,000 monthly¹

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



PODCAST DOWNLOADS
245,000 monthly³

On-Demand, Podcast, Broadcast, Stream

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

¹ Splunk, OCT - DEC 15, Total Unique Downloads

² Act 1: Arbitron DMA Fall Nationwide 2015, Weekly Cume

³ Splunk, NOV - DEC 15, Total Unique Downloads

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:⁶

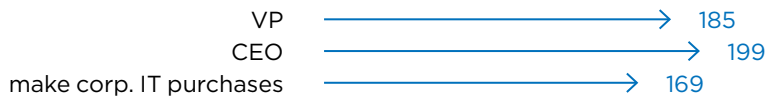
EDUCATED & INFORMED



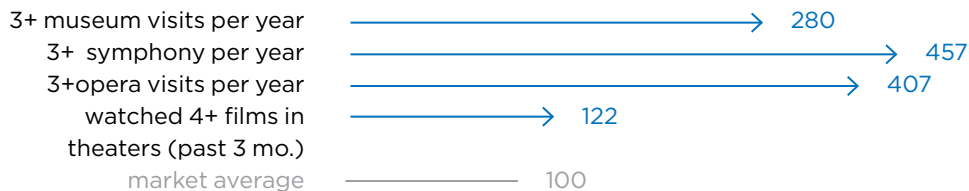
AFFLUENT



PROFESSIONAL



CULTURED



WEEKLY RADIO CUME

553,100¹

WEEKLY RADIO TIME SPENT LISTENING

3.25 hours¹

MONTHLY STREAMING SESSIONS

1.17 million²

MONTHLY PODCAST DOWNLOADS

58,000³

MONTHLY UNIQUES

266,000⁴

MOBILE

PAGEVIEWS

348,000⁴

MONTHLY

PAGEVIEWS

1.16 million⁴

E-NEWSLETTER

SUBSCRIBERS

48,000⁵

¹ Nielsen: OCT - DEC 15 M-Su 6a-12m; P 6+

² Triton: OCT - DEC 15, Live Session Starts WQXR Streams

³ Splunk: OCT - DEC 15 Total Unique Downloads

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

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.

Annie Bergen

10 am – 3 pm

PLATFORMS

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

PLATFORMS

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

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.

DIGITAL STREAMS



**MONTHLY STREAM
SESSIONS**
34,000¹

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



**MONTHLY STREAM
SESSIONS**
29,000¹

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



**MONTHLY STREAM
SESSIONS**
52,000¹

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	Steve Martin
Ian McKellen	Patrick Stewart
Kevin Bacon	Regina Spektor
Mike Birbiglia	Primus
Patti Smith	Misty Copeland
Malcolm Gladwell	Lang Lang
Rufus Wainwright	Jim Gaffigan
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

- 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