Connect with the People Who Shape St. Louis

An Influential Audience Listening for Content to Inform Their Decisions
Each month, 400,000+ different people listen to St. Louis Public Radio

Source: Nielsen Audio, St. Louis, Jul17–Dec17, P6+ M-S 6A-12M

Common Threads

Educated They prioritize education and lifelong learning

Influential Driving trends through word of mouth, they influence corporate and social networks

Affluent With discretionary income, they have immense purchasing power

Cultural Passionate about the arts, they flock to cultural events

Community-Minded They participate in local initiatives and are highly active in the community

Messages Stand Out and Inspire Action

In public radio’s clutter-free environment, listeners pay attention throughout short sponsorship breaks.

An average of 1½ minutes of local sponsor messages air per hour on St. Louis Public Radio versus up to 18 minutes of advertising on commercial radio.

Sponsorship Generates Results

Your support builds a connection with our audience, driving brand awareness and loyalty through public radio’s Halo Effect.

71% hold a more positive opinion of a company that supports public radio

70% prefer to purchase products and services from public radio sponsors

56% find public radio sponsors to be more credible companies

Source: NPR Sponsorship Survey, Lightspeed Research, 2017

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St. Louis Public Radio | 90.7 KWMU mixes international news coverage and talk shows from top-quality public media producers with its own insightful, award-winning local journalism.

Listeners trust St. Louis Public Radio for news coverage that digs deeply behind headlines, ranges in perspectives and is delivered in a tone that respects their intelligence. News programs including NPR’s Morning Edition and All Things Considered connect them to the issues of the day and the people of the world. Thought-provoking ideas and entertainment from the likes of This American Life, Wait…Wait Don’t Tell Me!, TED Radio Hour and Fresh Air keep curious minds stimulated.

Photography Credit: All Things Considered host Ari Shapiro by Stephen Voss for NPR
Personal and Community Engagement

**St. Louis on the Air**
A unique space where guests and listeners can share ideas and opinions with respect and honesty. Bringing extensive experience to the show, the producers and host of SLOTA spark thoughtful conversation about wide-ranging topics and their regional implications, including science and technology, history, the arts, culture, social issues and human interest.

Signature events and NPR Roadshows bring people together, livening up the exchange of ideas.

**Talk Toast Taste**
St. Louis Public Radio’s annual fundraising gala features great food, a high-profile keynote speaker, engaging conversation and auctions

**…and the Kitchen Sink**
A monthly series of discussions, live broadcasts, concerts and meet-ups

**First Mondays with the Arianna String Quartet**
A behind-the-scenes look into the craft of interpretation and live performance, and audience discussion with UMSL’s renowned quartet
## St. Louis Public Radio Audience Snapshot

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td>65%</td>
<td>25-54</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td>55% female, 45% male</td>
</tr>
<tr>
<td><strong>Educated</strong></td>
<td>133%</td>
<td>More likely to have a post-graduate degree</td>
</tr>
<tr>
<td><strong>Influential</strong></td>
<td>68%</td>
<td>More likely to work in management, business or finance</td>
</tr>
<tr>
<td><strong>Affluent</strong></td>
<td>196%</td>
<td>More likely to earn $250k+ HHI</td>
</tr>
<tr>
<td><strong>Cultural</strong></td>
<td>150%</td>
<td>More likely to contribute to an arts or cultural organization</td>
</tr>
<tr>
<td><strong>Community Minded</strong></td>
<td>298%</td>
<td>More likely to practice eco-friendly activities regularly</td>
</tr>
</tbody>
</table>

Source: Scarborough R2 2017, Jul16-Sep17 A18+

Photography Credit: 20160912 43 Busch Stadium by David Wilson | flickr Creative Commons
Connect with an Exclusive, Expansive News Audience

50% of morning and afternoon drive news listening is on St. Louis Public Radio

89% of St. Louis Public Radio news listeners do not listen to KMOX

Multiple Touchpoints Extend and Amplify Engagement

Your representative will work with you and your budget to customize a multimedia campaign

• :15 radio messages written in an objective style that listeners expect and appreciate

• Digital marketing: website, audio pre-roll on live stream and podcasts, mobile app, newsletters

• Special events

Growing Footprint

• St. Louis DMA

• Rolla and Lebanon, Missouri

• Quincy, Illinois

Source: Nielsen Audio, PPM, Oct17-Jan18, P6+

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Market Enginuity® manages sponsorship sales for St. Louis Public Radio, linking the station and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

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