Digital Overview

Listeners, Visitors, Streamers, App and Social Media Users Follow KNKX and Jazz24
# Hear It, See It, Click It

KNKX and Jazz24 platforms provide multiple touchpoints

<table>
<thead>
<tr>
<th>Platform</th>
<th>Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>24/7 Audio Streaming</strong></td>
<td><strong>2,655,000</strong> sessions / month</td>
</tr>
<tr>
<td></td>
<td><strong>383,000</strong> unique streamers / month</td>
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<tr>
<td><strong>Website</strong></td>
<td><strong>1,106,000</strong> page views / month</td>
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<tr>
<td></td>
<td><strong>297,000</strong> unique visitors / month</td>
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<tr>
<td><strong>Podcast &amp; On-Demand</strong></td>
<td><strong>140,000</strong> downloads / month</td>
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<tr>
<td><strong>App</strong></td>
<td><strong>55,000</strong> lifetime downloads</td>
</tr>
<tr>
<td><strong>KNKX Newsletter</strong></td>
<td><strong>28,000</strong> subscribers</td>
</tr>
<tr>
<td></td>
<td><strong>24%</strong> open rate</td>
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<tr>
<td><strong>Social Media</strong></td>
<td><strong>95,000</strong> connections and growing</td>
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</tbody>
</table>

“Advertising on multiple platforms substantially increases a consumer’s ability to remember an ad campaign.”

— Nielsen

Photo Credits: You Always Leave Me Wanting More at Frye Art Museum #seattle by Nam-ho Park (Cover); Phones by Fairphone — Sourced via Flickr Creative Commons
The KNKX website engages fans with award-winning content on multiple digital platforms with ads optimized across various devices.
jazz24.org

Connect with passionate music connoisseurs on their desktops and tablets as they celebrate the greatest jazz artists in history and today's top talents
24/7 Audio Streaming
Plug in to the streaming audience with video or audio ads on the Media Player

Video or Audio Pre-roll
- 30-Second Interstitial Video Pre-roll (shown in example)

or
- 20-Second Interstitial Audio Pre-roll

American Audiences of Streaming Radio Have Risen Steadily Over The Past Few Years

57% listen to online radio weekly — a 29% increase since 2015
28% stream audio in the car monthly — an 33% increase since 2015

Source: The Infinite Dial © 2018 Edison Research and Triton Digital
Podcasts
All about convenience, fans catch episodes on their time, on their audio player of choice, and on their device of choice

Avid fans of shows such as Studio Sessions and Food for Thought use podcasts to download and listen to episodes at their convenience.

20-Second Audio Pre-roll

Lean-in Listening
Public Radio Podcast Listeners

- 85% have listened to a public radio podcast in the past week ¹
- Average of 8 different podcasts in a week ²
- 85% consider public radio podcasts essential listening or favorites ¹


Photo Credit: Headphones by Ben Loomis — Sourced via Flickr Creative Commons
Newsletters
The KNKX Newsletter Reaches Highly Engaged Subscribers and Provides Sponsorship Opportunities Alongside Top Stories

600x90 Banner Ads
Frequency: Once a month
28,000 subscribers
24% open rate

To the Stars!
We can't thank you enough for your generous support during our Spring Drive. Donors helped us reach our goal of $350,000! Listeners like you are what keep us striving for excellence and dreaming up plans for how we can better serve you and our region every single day. Thank you for being a special part of our community on KNKX.

BirdNote Live this Month
A reminder about Birdnote Live! coming up on April 26th, 7-30 pm, at Seattle’s First Baptist Church. Join us at this event hosted by KNKX, in partnership with Birdnote, Sasquatch Books and Seward Park Audubon Center. Birdnote’s Michael O’Conor and Mary McCann will be in the mix, with special guests Barbara Earl Thomas and Dr. J. Grey Leishman for an evening of conversation all about our feathered friends. Get tickets here:

Volunteer with KNKX at the Northwest Folklife Festival
Would you like to spend a weekend in May helping to keep cultural arts alive? KNKX will have a booth at the Northwest Folklife Festival on Saturday and Sunday, May 28th and 29th, from 11 am to 5 pm. If you are interested in volunteering at this event, please email: volunteer@knkx.org.

School of Jazz
KNKX School of Jazz is an award-winning, nationally recognized music education program serving students in secondary school and college. Thanks to RECO, Benson Furniture, Innovative Family Law and Half Price Books for their support.