A Monthly Audience of 1 Million+ Across Platforms
KNKX is a vital source of fact-based journalism from NPR® and the Northwest, and an ambassador for jazz and blues. KNKX regional coverage reflects diverse voices across its 12-signal footprint, the largest in Western Washington from Vancouver, BC, to Vancouver, WA.

Influential leaders trust KNKX for in-depth news and diverse perspectives to inform their decisions. Music enthusiasts tap into the inspiration of jazz and blues. Lifelong learners thrive on new ideas sparked by discussions of just about anything under the sun.

**KNKX fans recognize sponsorship as marketing with heart.** They relate to public media supporters as champions for a meaningful cause.
Comprehensive Marketing Deepens Connections
A KNKX multiplatform strategy extends and amplifies engagement with your current and potential customers.

Diverse Audiences with Common Threads

Educated They prioritize education and lifelong learning.

Influential They drive trends through word of mouth and influence corporate and social networks.

Affluent With discretionary income, they have immense purchasing power.

Cultural Passionate about the arts, they find inspiration at cultural events.

Community-minded They lead and participate in community initiatives.

Messages Stand Out and Inspire Action
In public radio’s clutter-free environment, listeners pay attention throughout short sponsorship breaks.

Per hour, an average of

3 minutes of local sponsor messages air on KNKX versus up to 15 minutes of advertising on commercial radio.

Sponsorship Generates Results
Your support builds a connection with public media audiences, instilling a Halo Effect that drives brand lift and preference.

77% of listeners have taken action in response to a public radio sponsorship message.

75% of listeners hold a more positive opinion of a company that supports public radio.

69% of listeners prefer to purchase products and services from public radio sponsors.

Source: Lightspeed Research, NPR State of Sponsorship Survey, March 2019

Educated
Influential
Affluent
Cultural
Community-minded

Radio
Digital
Podcasts
Events

3

Radio
Digital
Podcasts
Events

77%
75%
69%
Mission | KNKX delivers excellence in jazz, blues and news with stories that inspire, inform and connect our community.

KNKX Sponsorship Representatives
206-922-1038 | infoKNKX@org | sponsorKNKX.org
Each month,

545,000+

different people listen to KNKX'

**Educated** 70% more likely to have completed post-graduate work or have a post-graduate degree

**Influential** 36% more likely to work in professional and related occupations

**Affluent** 40% more likely to earn a household income of $250K+

**Cultural** 54% more likely to contribute money to an arts or cultural organization

**Community Minded** 103% more likely to participate in eco-friendly activities regularly

Sources:

PHOTO CREDIT: Urban view by Mariano Mantel | Flickr Creative Commons
Engage an Exclusive, Expansive News Audience
Hard to Reach on Other Public Media

91% of KNKX listeners do not listen to KUOW during AM drive

90% of KNKX listeners do not listen to KUOW during PM drive

36% of weekly listeners choose KNKX as their first preference station; this core KNKX audience listens an average of 7 hours per week

Multiple Touchpoints Extend and Amplify Engagement

Radio:
:20 messages written in an objective style that listeners expect and appreciate

Digital:
Display and audio ads optimized to engage KNKX fans on all their platforms and screens in a brand-safe environment

Podcasts:
Messages voiced by a station announcer lending familiarity, plus the capability to geo-target listeners

Events:
Networking opportunities for sponsors at concerts, show tapings and educational forums

Sources:
1. Nielsen, Seattle-Tacoma, Jan-Oct 2020, A18+ M-F 5-9A, 3-7P

PHOTO CREDIT: Pike Street by Kirt Edblom | Flickr Creative Commons
ICON CREDIT: Car by santani and first place by b farias from the Noun Project
Jazz, Blues and NPR® News

Western Washingtonians turn to KNKX for insightful reporting and civil discussion that connects them to the issues of the day and people of the world.

**Weekday Commute**
KNKX presents national and international news from venerated NPR programs *Morning Edition* and *All Things Considered*. Its own award-winning local journalists cover regional issues including education, health and the environment.

**Weekends**
KNKX shares thought-provoking ideas, compelling interviews and storytelling mastery from the likes of *Radiolab*, *This American Life* and *Snap Judgment*. The witty entertainment of *Wait Wait...Don't Tell Me!* invites listeners to test their knowledge.

Musicians, connoisseurs and fans delight in the KNKX devotion to American art forms deeply rooted in Seattle: jazz and blues.

**Midday and Evenings**
KNKX jazz and blues hosts artfully curate selections and personalize the listening experience with anecdotes and stories behind the music and artists. KNKX broadcasts *Studio Sessions*, featuring live jazz and blues. These performances, as well as interviews, showcase talent from high school bands, to rising stars, to some of the biggest names in jazz and blues today. More than half of the sessions feature Northwest-based musicians.

**Weekends**
An eclectic roster tours listeners across the genres, including:

- **Jazz Caliente** — jazz intersections with Afro-Cuban, Afro-Brazilian, Puerto Rican and Pan-American rhythms
- **The New Cool** — 21st century jazz inspired and informed by hip-hop, funk, soul and electronic music
- **Jazz Northwest** — music from the scenes of Seattle to Vancouver, plus tips for the best places to go for live jazz in the region
- **Jazz24.org** — the 24-hour online jazz stream reaches nearly 400,000 listeners per month with strong international listenership
The KNKX 12-signal network is the largest radio footprint in Western Washington.

Strengthen your community ties alongside original programming and events.

**KNKX Connects** — With the belief that a few headlines can’t define a community, this series details places that often get overlooked. KNKX hosts public forums and a live broadcast of *All Things Considered* on location to share the stories reporters uncover from their time spent in the community.

**Sound Effect** — This series reveals the humanity and rich cultural fabric of the Puget Sound through stories centered on a theme. Topics range from life-changing sensitive issues to lighthearted lifestyle trends.

**School of Jazz** — KNKX connects local middle school, high school and college jazz ensembles with professional musician mentors, culminating in live performances on *Studio Sessions*. One student DJ per month programs an hour of evening jazz on KNKX. The program has run since 2005 impacting more than 3,000 students.

**Food for Thought** — In a delivery that has the feel of close friends chatting over dinner, this weekly commentary covers recipes, cooking techniques, kitchen tips and the occasional controversial food trend — delighting audiences for more than a dozen years.

**BirdNote** — A blend of bird songs, stories and science transports listeners out of the daily grind and into the natural world.

**Events** — KNKX brings people together facilitating the exchange of ideas and networking opportunities for sponsors. From concerts to public forums to NPR talent visits and show tapings, KNKX draws diverse crowds.
Studies continually show that multimedia campaigns improve ROI by expanding reach and frequency beyond what any one platform can accomplish alone.

While traditional broadcast channels attract the majority of eyes and ears, the connections with content via digital channels on-demand and on-the-go continue to trend upward. Across platforms, KNKX delivers hundreds of thousands of digital touchpoints each month.

**KNKX digital platforms place your message in the context of a safe, credible environment**, elevating your brand. Your organization’s presence signals support for a trusted source of balanced journalism, cultural entertainment and civil conversation.

### 24/7 Audio Streaming
Audio or video messages at the gateway to the stream and display ad

### KNKX.org and Jazz24.org
Display ads, including rich media and smartphone ads

### Podcasts
Audio messages

### KNKX Newsletter
Display ads
KNKX Podcast Portfolio Captivates Listeners

Suiting on-the-go and on-demand listening, a growing lineup of podcasts produced by KNKX serves locally relevant interests and has universal appeal with intellectually curious audiences. Shows are devoted to exploring themes, to name a few: culinary stories in Food for Thought, what the history and current state of McNeil Island reveals about incarceration in Forgotten Prison, and the regional music scene in Jazz Northwest.

Podcasting — The New Listening Standard

144 million+ Americans have listened to a podcast ¹

Nearly a third of the U.S. population listens to podcasts monthly ¹

Listeners average 7 podcasts per week ¹

Lean-in Listeners Respond

77% took action in response to a sponsorship message in an NPR® podcast ²

From light consumption of 1-2 podcasts weekly to heavy listening of 5+ podcasts weekly, podcast audiences recall and have interest in podcast ads

80% of heavy listeners and 75% of light listeners agree that podcast ads are relatable to them ³

Sources:
1. The Infinite Dial © 2019 Edison Research and Triton Digital
2. NPR All Podcasts Survey, April 2019
3. The Podcast Report — Audience Analytics, Bridge Ratings, 2017

PHOTO CREDIT: 3rd Ave - Seattle's Transit Corridor by SDOT Photos | Flickr Creative Commons