Connect With the People Who Shape St. Louis
An Influential Audience Listening for Content to Inform Their Decisions

St. Louis Public Radio | 90.7 KWMU is the region’s NPR news source, providing award-winning, independent journalism, insightful discussions and diverse perspectives.

Serving as a multiplatform forum for topics important to the region, St. Louis Public Radio’s educational mission anchors the passionate bond our community shares with us.
Each month, 267,000+ different people listen to St. Louis Public Radio

Source: Nielsen Audio PPM, St. Louis Metro, Mar 2020-Feb 2021, M-Su 6a-12m, A18+

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.

In a typical hour, 1½ minutes of local sponsor messages air on St. Louis Public Radio versus up to 15 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.

75% take action in response to a public radio sponsorship message

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

66% prefer to purchase products and services from public radio sponsors

Source: Kantar, NPR State of Sponsorship Survey, April 2020
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 SLOTA host Sarah Fenske 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.

Signature Event Series
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>54%</td>
<td>25-54 years old</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td>43% female, 57% male</td>
</tr>
<tr>
<td><strong>Educated</strong></td>
<td>126%</td>
<td>More likely to have a post-graduate degree</td>
</tr>
<tr>
<td><strong>Influential</strong></td>
<td>50%</td>
<td>More likely to work in management, business or finance</td>
</tr>
<tr>
<td><strong>Affluent</strong></td>
<td>106%</td>
<td>More likely to earn $250k+ HHI</td>
</tr>
<tr>
<td><strong>Cultural</strong></td>
<td>210%</td>
<td>More likely to contribute to an arts or cultural organization</td>
</tr>
<tr>
<td><strong>Community Minded</strong></td>
<td>175%</td>
<td>More likely to practice eco-friendly activities regularly</td>
</tr>
</tbody>
</table>

Source: Nielsen, St. Louis Metro, Scarborough R2 2020 Jul 2019-Jun 2020, A18+
Connect With an Exclusive, Expansive News Audience

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

88% 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

Sources: Nielsen Audio PPM, St. Louis Metro, Jan-Feb 2021, M-F 6a-10a / 3p-7p, A18+, AQH Persons, KWMU and KMOX. Nielsen, St. Louis Metro, Scarborough R2 2020 Jul 2019-Jun 2020, M-Su 6a-12m, A18+
Understanding Starts Here

Mission
To inform and provide a deeper understanding and appreciation of events, ideas and cultures for a more inspired and engaged public.

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St. Louis Public Radio is a service of the University of Missouri St. Louis

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