The strength of our digital portfolio lies in our ability to deliver audio on demand across multiple platforms. Podcast usage is growing and it is a powerful medium for advertisers to deliver brand messaging. APM podcasts reach an affluent, highly educated and influential audience, and our portfolio of podcasts delivers 10 million downloads every month. Sponsorships are available that include both pre-roll and mid-roll opportunities.

Display advertising opportunities are also available on the American Public Media web pages, which are viewed five million times every month. Over 50% of our site traffic comes from mobile devices, and our responsive web design ensures we are creating great user experiences regardless of how consumers access our content: desktop, smartphone or tablet.

In addition to display advertising on program websites, the digital portfolio includes e-newsletter and mobile app sponsorship opportunities.

APM offers a variety of newsletters: from Marketplace Midday and Weekend Updates, to The Splendid Table’s Weeknight Kitchen, to The Writer’s Almanac. All newsletters are opt-in, meaning recipients have specifically requested to receive these daily, weekly, or monthly emails.

Contact us to receive detailed information about digital opportunities and program metrics.

Learn how you can sponsor American Public Media programming on air or online by contacting Lisa Bittman of APM’s National Underwriting team at lbittman@americanpublicmedia.org or 651-290-1285.
LEVERAGE OUR REPUTATION. MAGNIFY YOUR REACH.

Put more than 20 million first-class listeners within your reach with American Public Media, the premier producer of award-winning programs about world events, business, food, money, books, classical music, lifestyle stories and more. APM delivers an engaged audience interested in far more than just news headlines.

ARTS & IDEAS

THE SHOW WITH CHRIS THILE
The live music and variety show hosted by acclaimed musician and songwriter Chris Thile is the weekly, two-hour program people count on for warm and generous fun. Heard each week by 2.5 million listeners on more than 600 stations, the show is for radio audiences everywhere and features comedy sketches, music and guests like Paul Simon, Jack White and Bon Iver.

THE SPLENDID TABLE
The Splendid Table is the hour-long, weekend radio program for people who love to eat. New York Times columnist and Top Chef Masters judge Francis Lam hosts and approaches food with attitude and originality — often with a fascinating approach to sustainability — making The Splendid Table a kitchen companion like no other to nearly 700,000 engaged listeners each week.

CLASSICAL MUSIC

PERFORMANCE TODAY
More than 1 million weekly listeners tune in for this who’s who of the classical music world. Host Fred Child welcomes the finest solo, chamber and symphonic artists, bringing the best live performances to the airwaves.

SYMPHONYCAST
From the world’s premier concert halls, this program provides rich, live recordings of full-length concerts by classical music’s most renowned symphony orchestras. Host Alison Young gives listeners an insider’s look at the music and performances.

PIPEDREAMS
Each week, the eloquent and good-humored Michael Barone spotlights the pipe organ — aka the “King of Instruments” — to 122 public radio stations nationwide.

COMPOSERS DATEBOOK
This daily two-minute program informs, engages and entertains more than 700,000 weekly listeners with timely information about composers of the past and present, reminding everyone that “all music was once new.”

CLASSICAL 24
Airing on 220 public radio stations, this national classical music service operates 24/7 and brings the highest quality classical music programming to 1.6 million listeners each week.

NEWS & INFORMATION

MARKETPLACE
Every week, Marketplace with Kai Ryssdal reaches nearly 7 million listeners with its fresh approach to business news, covering listeners’ interests in a way that’s vital in today’s economy. It’s the United States’ most widely heard full-length business news program, on radio or TV.

MARKETPLACE MORNING REPORT
Each weekday morning, David Brancaccio provides the day’s developing business, economic and tech stories to 10.8 million weekly listeners.

MARKETPLACE TECH
Each weekday, host Molly Wood provides a four-minute Marketplace update that helps listeners understand the business behind the technology that’s rewiring our lives. This notable program reaches a weekly audience of more than 1.1 million listeners.

MARKETPLACE WEEKEND
Host Lizzie O’Leary guides listeners through the most fascinating economic stories of the week, exploring what happened, why it matters, who it affects and what happens next.

BBC WORLD SERVICE
The globe’s most respected news source has a network of international correspondents; whenever and wherever news breaks, BBC World Service is there. BBC World Service programming appeals to worldly-wise, upwardly mobile listeners. Covering your day with 8 million tuned in each week.

BBC NEWSHOUR
Newshour from BBC World Service delivers an hour of headlines, commentary and reporting from around the world to 3.3 million weekly listeners.