

## DIGITAL UNDERWRITING OPPORTUNITIES FROM APM

### APM PODCASTS

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<sup>1</sup> every month. Sponsorships are available that include both pre-roll and mid-roll opportunities.

### DISPLAY ADVERTISING

Display advertising opportunities are also available on the American Public Media web pages, which are viewed five million<sup>2</sup> times every month. Over 50%<sup>2</sup> 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.

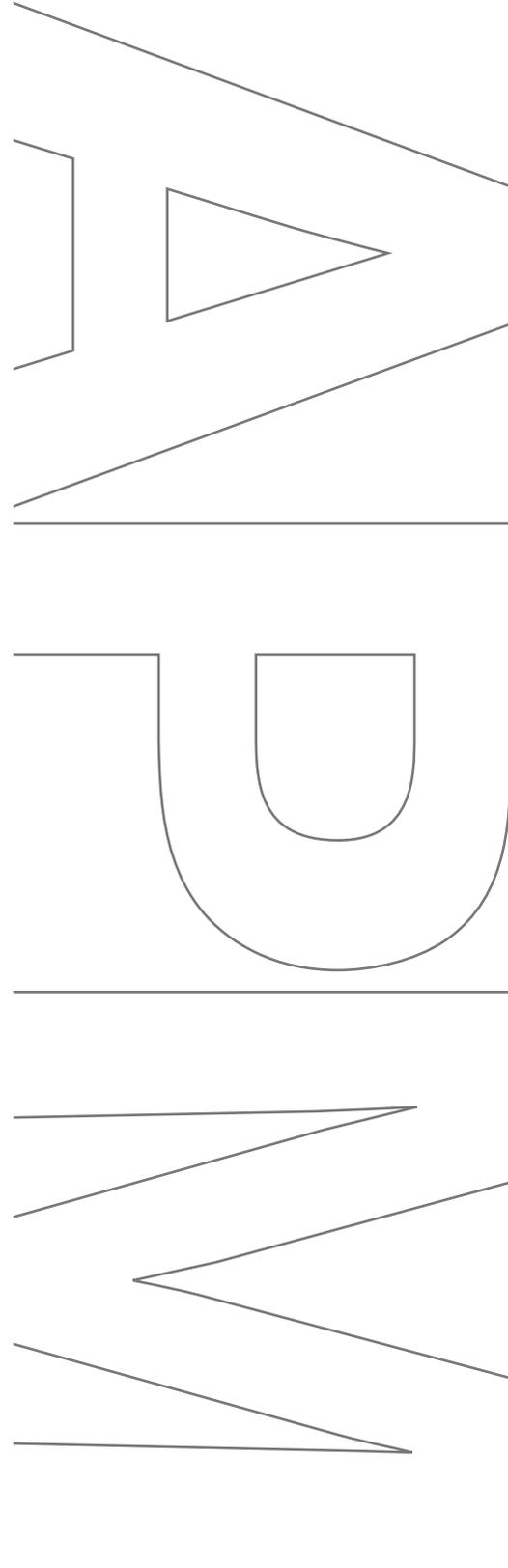
In addition to display advertising on program websites, the digital portfolio includes e-newsletter and mobile app sponsorship opportunities.

### NEWSLETTERS

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.

1. Source: StreamGuys, 3-mo. average ending June 2017. 2. Source: Google Analytics, 3-mo. average ending June 2017.



A Prairie Home Companion\*

BBC Newshour

BBC World Service

Classical 24\*

Composers Datebook\*

The Dinner Party Download\*

Marketplace\*

Marketplace Morning Report\*

Marketplace Tech\*

Marketplace Weekend\*

Performance Today\*

Pipedreams\*

SymphonyCast\*

The Splendid Table\*

The Writer's Almanac\*

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](mailto:lbittman@americanpublicmedia.org) or 651-290-1285.

[AMERICANPUBLICMEDIA.ORG](http://AMERICANPUBLICMEDIA.ORG)



**GREAT PROGRAMS.  
GREAT AUDIENCES.**



# LEVERAGE OUR REPUTATION. MAGNIFY YOUR REACH.

Put more than 20 million<sup>1</sup> 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.

## NEWS & INFORMATION

### MARKETPLACE<sup>\*</sup>

Every week, *Marketplace* with Kai Ryssdal reaches 6.8 million listeners with its fresh approach to business news, covering listeners' interests in a way that's vital in today's economy.<sup>\*</sup> It's the United States' most widely heard full-length business news program, on radio or TV.

### MARKETPLACE MORNING REPORT<sup>\*</sup>

Each weekday morning, David Brancaccio provides the day's developing business, economic and tech stories to 10.8 million weekly listeners.<sup>\*</sup>

### MARKETPLACE TECH<sup>\*</sup>

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.<sup>\*</sup>

### MARKETPLACE WEEKEND<sup>\*</sup>

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 more than 7 million tuned in each week.<sup>\*</sup>

## BBC NEWSHOUR

*NewsHour* from BBC World Service delivers an hour of headlines, commentary and reporting from around the world to 3.2 million weekly listeners.<sup>\*</sup>

<sup>\*</sup> Source: Nielsen Audio, Nationwide DMA data, Fall 2016.

## ARTS & IDEAS

### A PRAIRIE HOME COMPANION<sup>\*</sup>

The legendary live music and variety show, *A Prairie Home Companion* with Chris Thile is the weekly, two-hour program people count on for warm and generous fun. Heard each week by nearly 3 million listeners on almost 600 stations, the show is for radio audiences everywhere and features comedy sketches, music and guests like Paul Simon, Jack White and Ben Folds.

### THE WRITER'S ALMANAC<sup>\*</sup>

Hosted by heralded writer and personality Garrison Keillor, *The Writer's Almanac* puts each day in context by celebrating the birthdays and works of poets, writers, composers, philosophers and historical figures. The daily, five-minute program is enjoyed by more than 2 million weekly listeners.<sup>\*</sup>

### THE SPLENDID TABLE<sup>\*</sup>

*The Splendid Table* is the hour-long, weekend radio program for people who love to eat. Award-winning host and author Lynne Rossetto Kasper and *New York Times* columnist and *Top Chef Masters* judge Francis Lam approach 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.<sup>\*</sup>

### THE DINNER PARTY DOWNLOAD<sup>\*</sup>

Hosts Rico Gagliano and Brendan Francis Newnam banter with some of the most fascinating people in film, books, food and music — from Gustavo Dudamel to Patti Smith, from Michelle Williams to Marcus Samuelsson. It's all the best of what's new in culture and entertainment to help nearly 700,000 listeners dazzle their friends at this weekend's get-together.

<sup>\*</sup> Source: Nielsen Audio, Nationwide DMA data, Fall 2016.

## CLASSICAL MUSIC

### PERFORMANCE TODAY<sup>\*</sup>

More than 1.1 million weekly listeners<sup>\*</sup> 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<sup>\*</sup>

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<sup>\*</sup>

Each week, the eloquent and good-humored Michael Barone spotlights the pipe organ — aka the “King of Instruments” — to 127 public radio stations nationwide.

### COMPOSERS DATEBOOK<sup>\*</sup>

This daily two-minute program informs, engages and entertains more than 800,000 weekly listeners<sup>\*</sup> with timely information about composers of the past and present, reminding everyone that “all music was once new.”

### CLASSICAL 24<sup>\*</sup>

Nearly 220 public radio stations air this national classical music service that operates 24/7, bringing the highest quality classical music programming to 1.7 million listeners each week.

<sup>\*</sup> Source: Nielsen Audio, Nationwide DMA data, Fall 2016.