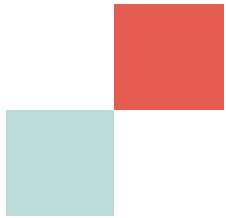




KUOW.ORG
94.9

npr
Network

The Power of Public Radio



TRUST

KUOW's mission is to create and serve a more informed public. Each week, hundreds of thousands of people rely on KUOW for the news that matters most.

Establishing TRUST is difficult in today's media climate but is essential for businesses/organizations to build a prospective client base.



Your brand will benefit from **public media's halo effect**.

Audiences assign favorable attributes of public media to your brand, promoting your image as **credible, trustworthy, quality-oriented and community-minded**.

72%

Hold a more positive opinion of sponsors that support NPR

78%

Consider public radio “personally important to them”

68%

Prefer to buy products or services from NPR sponsors

Changing media landscape

KUOW is meeting listeners through expanded platforms to reach new audiences while continuing to be a top performer in the market for broadcast listening.

KUOW Market Strength

- **Average market share is up year over year for listening**
Up 8% from a year ago to 6.2
- **Highest average quarter hour listening for adults 25-54**
compared to any other news station in the market
- **Expanded podcast offerings** since the beginning of 2024
with over 172,000 users and 515,000 annual downloads
- **Live stream continues to hold steady**
at over 1.4M sessions a month

As the media landscape evolves, **KUOW continues to reach new audiences.**

KUOW reaches its audiences through broadcast, online, podcasts, audio streaming and events.



BROADCAST

266,500 +

AVG WEEKLY CUMULATIVE LISTENERS

3.50 hrs

AVG PER WEEK SPENT LISTENING¹



DIGITAL

793,000+

KUOW.ORG AVG MONTHLY PAGE VIEWS³

439,000+

KUOW.ORG AVG MONTHLY UNIQUE USERS³



EMAIL

72,000+

TOTAL NEWSLETTER SUBSCRIBERS⁴



24/7 AUDIO STREAMING

1.4M +

AVG MONTHLY STREAMING SESSIONS

50 mins

AVG TIME SPENT LISTENING PER SESSION²



EVENTS

27 events

COMMUNITY EVENTS IN FY23⁴



PODCASTS

515,000+

AVG MONTHLY DOWNLOADS²

1 Nielsen March '23-Feb '24, M-Su 6a-12m 6+
2. Triton March '23- Feb '24
3. Google Analytics March '23 – Feb '24
4. KUOW Internal Records 2024

*KUOW delivers
an audience of
influential, thought
leaders that is
difficult to reach
with other media.*

EDUCATED

- 75%** MORE LIKELY TO HOLD A COLLEGE DEGREE
- 103%** MORE LIKELY TO HOLD A GRADUATE DEGREE

AFFLUENT

- 39%** MORE LIKELY TO ENJOY INCOMES OF \$100K+
- 64%** MORE LIKELY TO ENJOY INCOMES OF \$250K+

PROFESSIONAL

- 52%** MORE LIKELY TO WORK IN PROFESSIONAL OCCUPATIONS
- 86%** MORE LIKELY TO WORK IN ARTS, DESIGN, ENTERTAINMENT, SPORTS AND MEDIA

CULTURED

- 58%** MORE LIKELY TO VISIT ART MUSEUM
- 53%** MORE LIKELY TO ATTEND LIVE THEATER

**PHILANTHROPICALLY
MINDED**

- 108%** MORE LIKELY TO CONTRIBUTE TO ARTS/CULTURAL ORGANIZATIONS
- 72%** MORE LIKELY TO DONATE MONEY OR TIME TO ENVIRONMENTAL CAUSES
- 101%** MORE LIKELY TO DONATE TO A SOCIAL WELFARE ORGANIZATION



Connect with a
**highly engaged
community**
of listeners
and supporters.

KUOW is a valued community resource.
**9.1 out of 10 NPR listeners rank their NPR
station as a valued resource.**

**BUSINESS TO
BUSINESS**

NPR listeners are **83% more likely to be managers or professionals** involved in business purchases

INFLUENTIALS

NPR reaches one of the highest concentrations of key community leaders in all of media — **more than 3x as likely than the average adult to be an influential.***

**CULTURALLY
CURIOUS**

93% consider learning “very important” and 87% say the same about wanting to explore and try new things.

**CHARITABLE
GIVING**

KUOW is a 501(c)3 non-profit and underwriting may be considered a charitable donation. **Underwriting supports local journalism and reporting.**

*Influentials are those who participate in three or more public activities that demonstrate uncommon engagement with their community.



KUOW delivers
unique messaging
in a clutter-free
environment.

KUOW listeners value the non-commercial aspect of public radio. **KUOW airs an average of less than two minutes per hour of local underwriting spots versus 12–18 minutes per hour on commercial stations.**

We collaborate to craft
the perfect message:

- 20-second messages
- No production costs — KUOW talent records and produces each message.
- New messages can be added anytime, and there is no additional cost to air multiple messages on rotation.
- Your message will not compete with others in your industry within the same hour.
- Your message will not be adjacent to political ads as public radio does not accept advocacy messaging.

Hundreds of local and national businesses trust KUOW to amplify their messages and make connections that count.



At KIA, our ethos is “movement that inspires” ... and that’s why we proudly support public radio programming that informs, inspires, and strengthens our community. We value reaching listeners through KUOW and supporting KUOW’s car donation program. It feels great that our marketing is supporting such a valuable public service.



KIA AMERICA

KATHY GLEASON
DIRECTOR OF WEST REGION



We were not getting great ROI in internet ad spends. Now that we are a business sponsor on KUOW, we honestly have too much business, and the people that are contacting us now are our ideal clients.



**PHINNEY RIDGE
PAINTING**

NIK PALLADINO
CO-OWNER



KUOW’s reach and reputation helped [the College of Science and Engineering] find a new generation of engineers, scientists and computer scientists to continue our region’s growth and development.



SEATTLE UNIVERSITY

BRETT A. PRIM,
DIRECTOR OF MARKETING
AND RECRUITMENT