



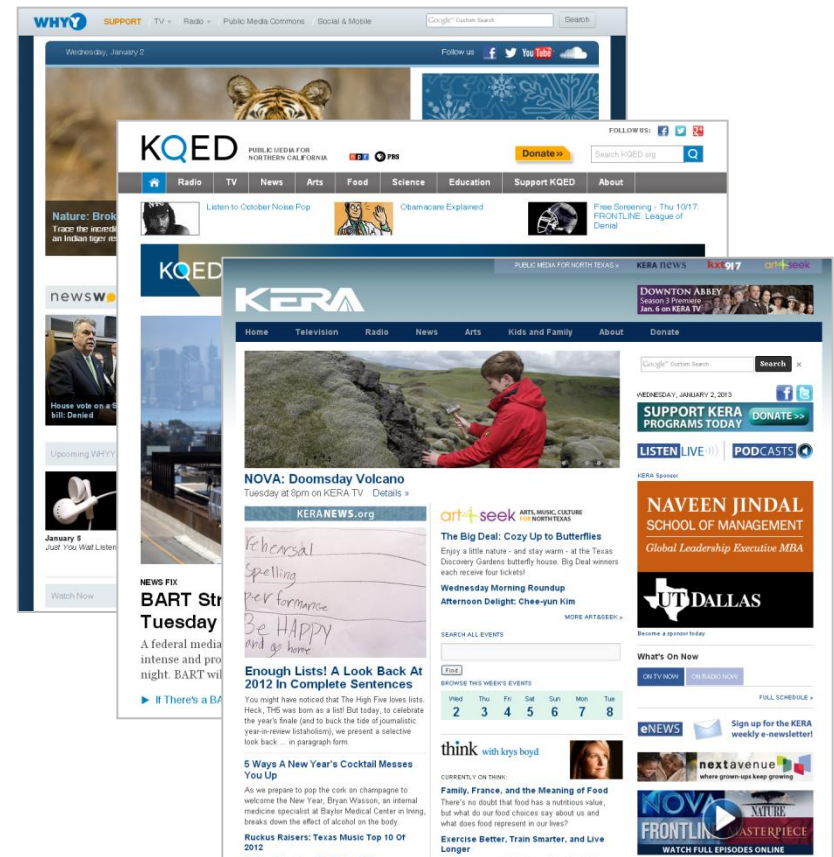
THE POWER OF PUBLIC

The Public Media Influencer Channel: A Growing Opportunity for Sponsors

THE PUBLIC MEDIA INFLUENCER (PMI) CHANNEL

A Network of Station and Partner Sites

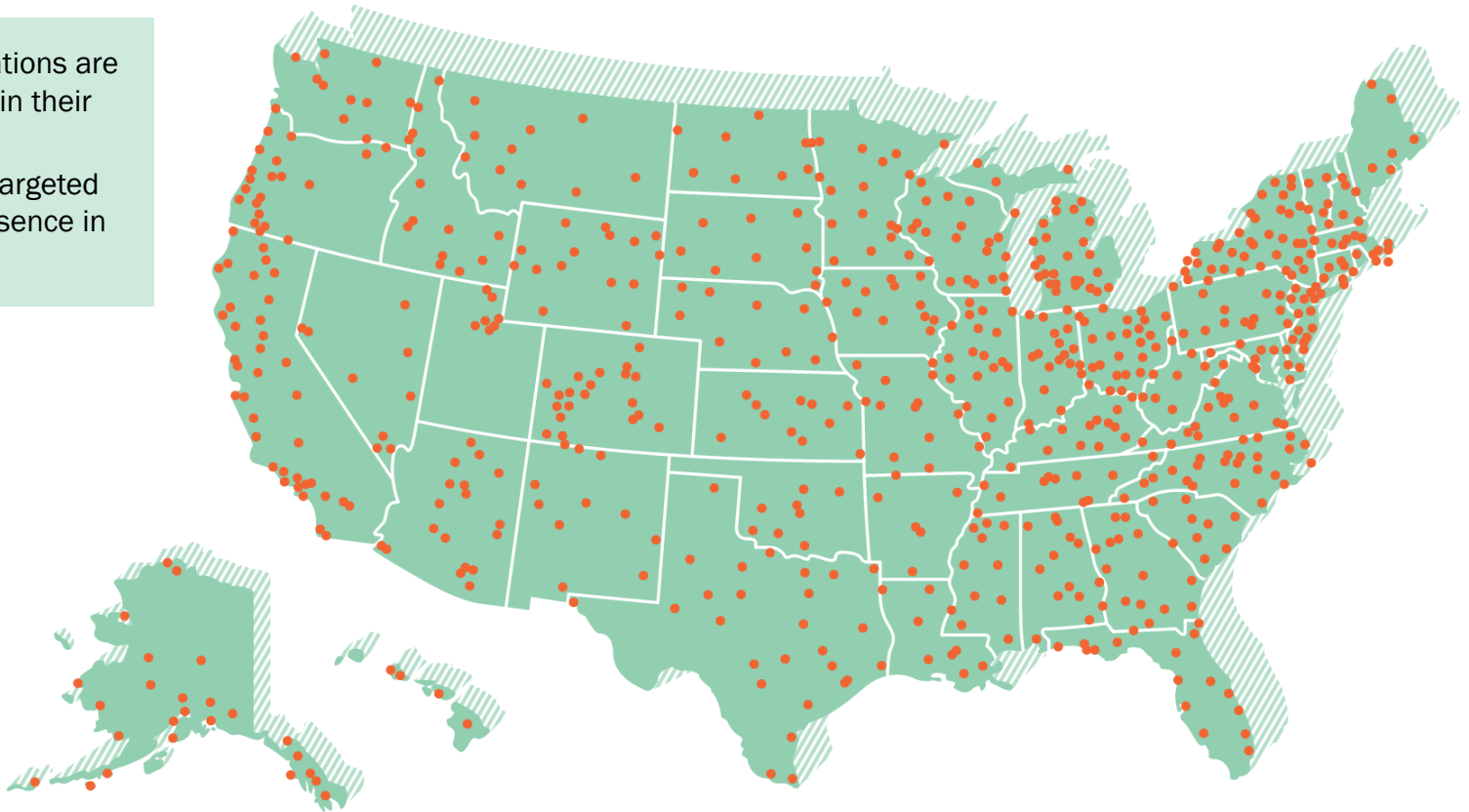
- A strategic digital sponsorship network comprised of nearly 100 leading local station sites
- Also includes targeted presence on major public media and other non-profit media sites, including NPR.org, PBS.org, ProPublica and more
- Sponsorship may be targeted to segments most relevant to a sponsor's objectives, with the PMI News, Arts & Life and Music segments
- Reaching an audience of highly affluent, educated and influential users, with 20.7 million page views and 4 million unique users per month*
- Placements include 160x600, 300x250, and 728x90 units



SITES IN THE TOP 20 MARKETS & ACROSS AMERICA

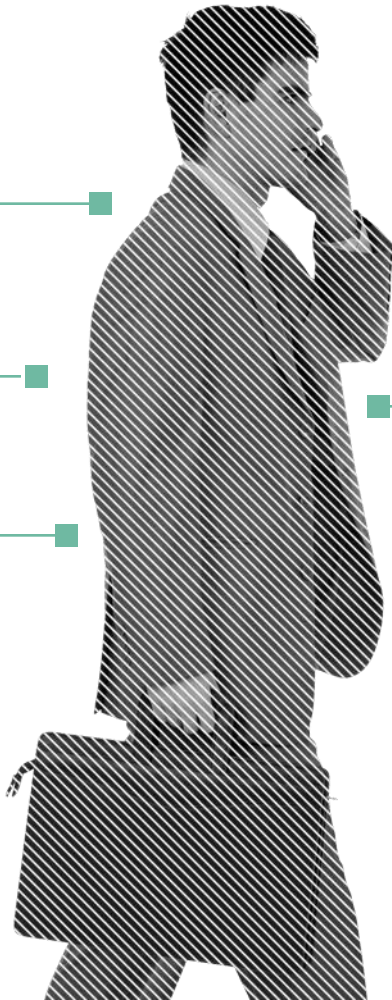
Engage Users Through the Stations and Sources They Trust

- Public media stations are true institutions in their communities
- Opportunity for targeted sponsorship presence in key markets



AFFLUENT & INFLUENTIAL USERS IN KEY MARKETS

The Decision Maker



Provides frequent advice on **politics or current events** (index 159)

Is a business purchase **decision maker** or influencer (index 174)

Is **Senior Management, C-Level or Owner** in companies with 10+ employees (index 209)

Earns **\$100k+** a year (index 151)

Has **\$250k+** in investment portfolio (index 194)

Wrote an article for a magazine or newspaper (index 247)

CURIOUS AND ADVENTUROUS CONSUMERS

The Cultural Connoisseur

Gives **frequent advice** on travel, restaurants and bars, music, books or movies (index 127)

Attends **live theater** (index 171) and **live concerts** (index 158)

Traveled to a **foreign destination** for business (index 267) or vacation (index 149) in the past 2 years



Has a **graduate degree** (index 247)

Spends heavily on online purchases of **clothes, shoes and accessories** (index 300)

Had at least **one glass of wine** this week (index 158)

“SUPER USERS” AND TRENDSETTERS

The Early Adopter

Owns a **smartphone** (index 132)

Uses phone to **watch video** (index 192) and listen to MP3s or **streaming music** (index 179)

Spend heavily on **computer software purchases** (index 213)

Uses tablet to **upload pictures or music** (index 205) or **email** (index 170)





For More Information, Please Contact:

National Public Media | sponsorship@nationalpublicmedia.com | 202.513.2093