



NEWS

MUSIC AND ARTS LIFE

POP CULTURE HAPPY HOUR

Opportunities for the Fall 2016 West Coast Tour



POP CULTURE HAPPY HOUR

- *Pop Culture Happy Hour* is a lively entertainment and pop culture podcast featuring spirited round-table discussions of movies, books, television, music and more
- Intended to be both a friend to the pop culture geek and a translator for the confused
- Hosted by Linda Holmes, writer and editor of NPR's pop culture blog [Monkey See](#)
- Regular panelists include NPR Music editor Stephen Thompson and writer and comic book expert Glen Wheldon



“Excellent weekly podcast. It’s a lively, intelligent, enjoyably upbeat affair, driven by enthusiasm and wit.” – *The Telegraph*



POP CULTURE HAPPY HOUR ON TOUR

- *Pop Culture Happy Hour* is headed out west for live events filled with pop culture fun. This October, the show will visit:
 - 10/17/2016: Seattle, WA at Neptune Theatre (Capacity: 750, sold out)
 - 10/19/2016: Portland, OR at Revolution Hall (Capacity: 775)
 - 10/21/2016: San Francisco, CA at Marines Memorial Theatre (Capacity: 542, sold out)
 - 10/23/2016: Los Angeles, CA at The Regent Theatre (Capacity: 590, sold out)
- Live events offer increased integration for sponsors, including:
 - VIP pre-show reception
 - Block of reserved tickets to each event
 - Co-branded event signage and collateral
 - Custom co-branded audience quiz and giveaway
 - On-site product display/sampling
- The *Pop Culture Happy Hour* Live Event Audience*:
 - 76% are A18-34
 - 76% are female, 24% are male



Pop Culture Happy Hour events have sold out in 10 seconds



POP CULTURE HAPPY HOUR DIGITAL SPONSORSHIP

- **Digital:** Targeted presence on *Monkey See* pop culture blog on NPR.org
- **Podcasts:** Up to :15 pre-roll and opportunities for :30 mid-roll in weekly podcast with 230k+ episode downloads
 - NPR Podcasts are among the largest, most-listened-to offerings from any provider, downloaded by an average **8.5 million unique monthly users**
 - NPR dominates the podcasting space: more than half of all monthly podcast listeners have listened to an NPR podcast in the past year*

70% of Pop Culture Happy Hour podcast users remember the brands that support NPR





A WORD FROM OUR FANS

“...There is real respect for differences of tastes, even while people are passionate about what they love. The show manages to be critical, in the best sense, while still fundamentally being motivated by a love of pop culture and a desire to share.”

“...I like that I’m being spoken to, not spoken at.”

“Thoughtful analysis delivered within a casual, friendly atmosphere.”

“I love the level of insight offered and explored. I like how PCHH stays on topic and the show is really tight in that sense. You respect listeners’ time!”



POP CULTURE HAPPY HOUR DEMOGRAPHICS

- 48% of *Pop Culture Happy Hour* podcast users are under age 35, and 68% are under age 44
- *PCHH* podcast users are 56% male, 44% female

Largely Affluent

- The median HHI of users is \$82,870
- 60% have HHI of \$75,000 or more

Highly Educated

- 76% hold a Bachelor's degree or higher
- 22% hold a post-graduate degree

Business Influencers

- 71% are employed full time
- 40% hold executive/professional positions

Civic Engagement

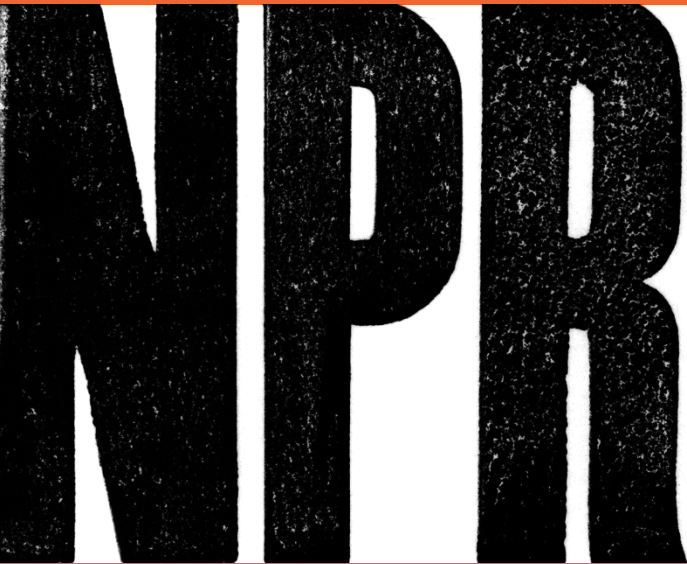
- 92% vote in national/local elections*
- 70% donate to causes they support*





PCHH 2016 TOUR SPONSORSHIP SNAPSHOT

Platform	Sponsorship elements
On Site	<ul style="list-style-type: none"> Pre/post VIP reception hosted by sponsor and programmed in collaboration with NPR Presents. Opportunity for prominent integration of sponsor's brand identity.* Co-branded event signage, collateral, audience giveaway On-site product display or sampling opportunity 'Thank you' on stage delivered by NPR Representative Custom co-branded audience quiz inspired by sponsor themes or campaign creative VIP ticket block for sponsor entertainment
Event Videos	<ul style="list-style-type: none"> Videos below will include logo recognition for sponsor and can be featured on sponsor's digital and social channels via NPR's embeddable player <ul style="list-style-type: none"> Two (2) :15 videos easily adapted for social media posts One (1) tour highlight reel Sponsor highlight video, produced by NPR Marketing, showcasing the sponsor's presence and activation at <i>PCHH</i> Tour events. Sponsor will be given video files of the sponsor highlight video for use in their marketing and outreach efforts.
Podcast	<ul style="list-style-type: none"> :15 pre-roll and :30 mid-roll Scalable podcast plan available
Online	<ul style="list-style-type: none"> Prominent digital banner recognition on the <i>Monkey See</i> pop culture blog on NPR.org, including Back Stage units and 300x600 banners Main Stage units on NPRPresents.org with companion unit featuring sponsor logo Podcast promos on NPR Player and NPR One 300x600 Halo Units promoting <i>PCHH</i> Tour events Scalable digital plan available



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