



NEWS

MUSIC AND ARTS LIFE

# HOW I BUILT THIS WITH GUY RAZ

## NPR Podcast Sponsorship Opportunity



**The road to success is filled with fascinating stories, and NPR's Guy Raz is out to find them.**

**In *How I Built This with Guy Raz*, a new NPR podcast, Raz will uncover the origin story behind the innovators, entrepreneurs, idealists and blue-sky dreamers who created some of today's biggest brands – Crate & Barrel, Virgin, SoulCycle, Radio One. In candid and playful interviews, these inspiring figures reveal how they got to where they are today.**

**Drawing on his acclaimed career in journalism, Raz expertly uncovers all that has come to define these remarkable individuals. Each episode will not just inspire listeners to pursue dreams of their own, but will provide real tools for making it happen.**



# INSPIRING PEOPLE, UNSTOPPABLE INNOVATION

## *How I Built This* with Guy Raz

- Through intimate, one-on-one conversations, Guy Raz takes listeners on a narrative journey into the triumphs, failures, dreams and ideas of today's iconic entrepreneurs
- *How I Built This* expands NPR's business-focused podcast offerings and targets a tech-savvy, entrepreneurial and professional audience
- 50 new podcast episodes to be released in the first year (2016-17)
- Released each Monday, the 30-minute episodes will feature two segments, with one (1) pre-roll and two (2) mid-rolls
- Episodes and digital extras featured in series hub at NPR.org



**Selected as one of iTunes "Top 10 Podcasts of 2016"**





# HOW I BUILT THIS WITH GUY RAZ SEASON ONE

Featuring Entrepreneurs Who Built Businesses

Crate&Barrel



WARBY PARKER





**“NPR, which has long been in the entertainment-journalism business, produces expertly done shows that are available in podcast form, and it often dominates the genre.” –The New Yorker**

**11.3M**

unique monthly podcast  
audience

**79M**

total monthly podcast  
streams

**76%**

of NPR podcast listeners hold  
a more positive opinion of a  
company when they find out  
it supports NPR

**57%**

of NPR podcast listeners pay  
more attention to NPR  
podcast sponsor messages  
than they do to ads in other  
media or places

**76%**

of NPR podcast listeners have  
taken action in response to a  
sponsorship announcement in  
an NPR podcast



# AN AUDIENCE OF INNOVATIVE RISK-TAKERS

## Reach Business Owners, Entrepreneurs and Influentials

### NPR podcast users

34% are involved in **business purchases** of \$1,000+

28% are involved in business purchases of **computer software/hardware**, and 13% are involved in business purchases of **IT technology consulting services**

### NPR listeners

43% of NPR listeners agree **“risk-taking is exciting to me”**

Are considered to be **“Influentials”** (index 193)

Are **business owners or partners** (index 194)



### NPR.org users

Plan on **starting a new business** in the next 12 months (index 133)

Agree **“I consider myself an entrepreneur”** (index 112)

52% of NPR.org consider themselves as **risk-takers** (index 114)

Are the **owners or partners** of their own business (index 119)



# SPONSORSHIP OPPORTUNITIES

## Scalable Across Podcast, Digital, Broadcast & Live Events



**Podcast:** In host-read mid-rolls, Guy Raz delivers custom sponsor messages that maintain the program's character and tone. [Hear sample audio](#). Pre-roll



**Digital:** Amplify sponsorship with NPR.org, a daily resource for more than 43 million monthly users<sup>1</sup>, and NPR apps. NPR aligns brands with campaign-relevant content through display, mobile and digital audio. Placements include click-to-play, podcast-aligned units in NPR One and the NPR.org Audio Player, co-branded Halo banners, the flexible Center Stage Halo canvas and more.



**On Air:** Extend sponsorship to NPR's 30M weekly broadcast listeners<sup>2</sup> with an on-air schedule across NPR programs, including newsmagazines.



**Events:** Opportunity for on-site activation at *How I Built This* launch event(s). Event formats and schedules in development.

Click the icons to learn more about sponsorship opportunities across platforms



## PRAISE FROM THE PRESS

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**“Through Raz’s intimate and controversial interview style... he’s trying to ‘draw out their story and help create a narrative that is true and honest’”**

**– *Washingtonian***

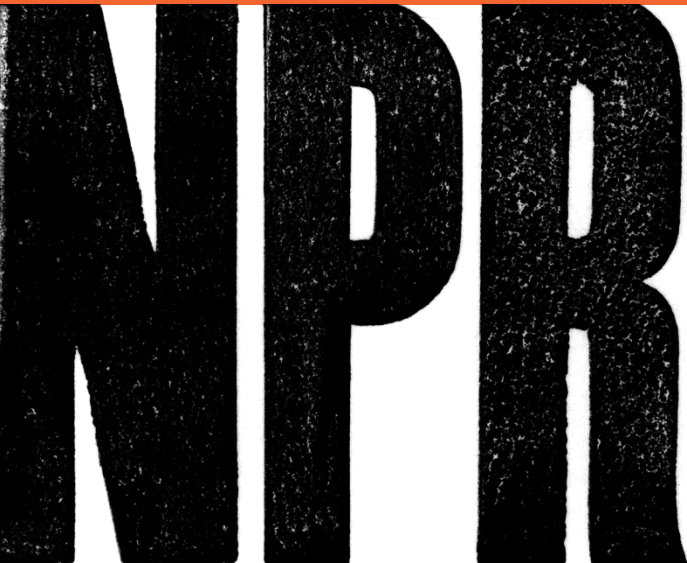
**“The Best Podcast to Take On the New Year” – *Inc.com***

**“If you need motivation, then this new podcast will get you ready to take on the new year with renewed entrepreneurial vigor and insight.”**

**– *Time Out***

**“...these are the moments Raz investigates in his new show, chapters of these entrepreneurs’ lives that are often glossed over in magazine cover stories or talk show interviews” – *Forbes***





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## **CONTACT**

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