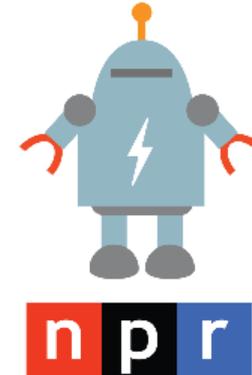**npr**

ALL TECH CONSIDERED

Tech, Culture and Connection

ALL TECH CONSIDERED

Exploring Technology From Every Angle

- *All Tech Considered* is NPR's technology blog and weekly on-air segment exploring technology's influence on culture and connection. Overarching topics include behavior, privacy and security, social impacts, and innovation.

- Reporters dive deeply into groundbreaking stories, unveiling implications surrounding technology-related developments across the globe.

- Coverage features regular interviews with industry-leading experts and entrepreneurs, from international tech company CEOs to inventors in Indiana.

- Consumer-friendly content addresses a range of perspectives on technology and innovation through a "news you can use" approach that understands, engages and even gives voice to audiences.
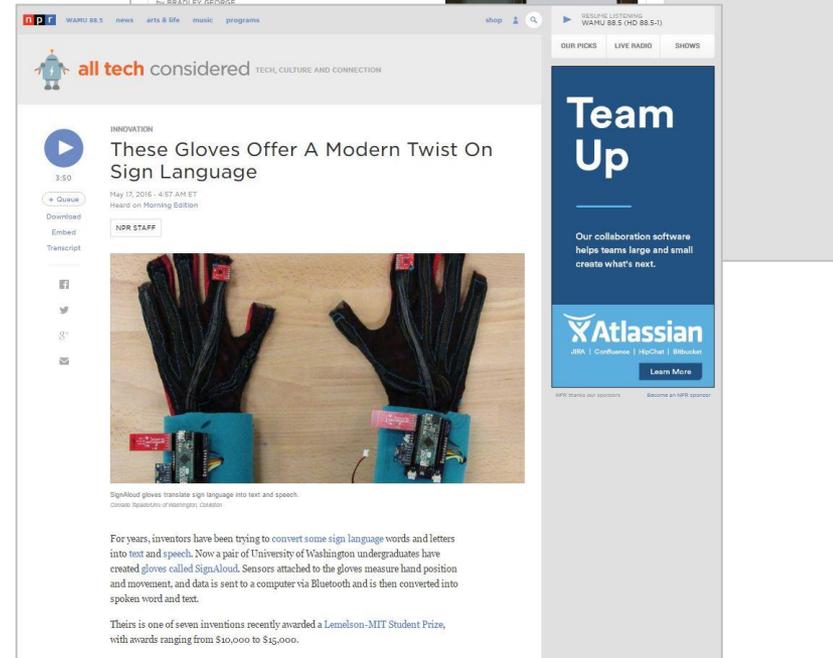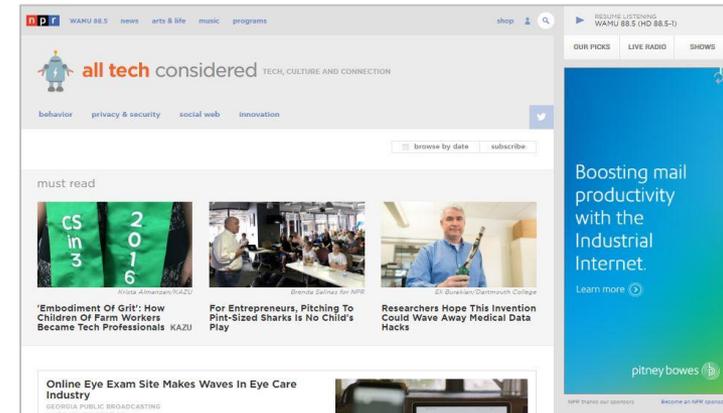
ALL TECH CONSIDERED
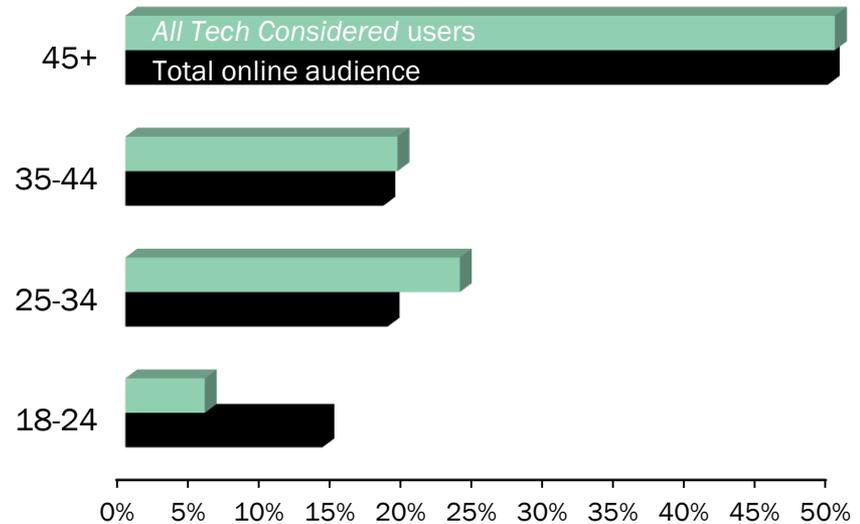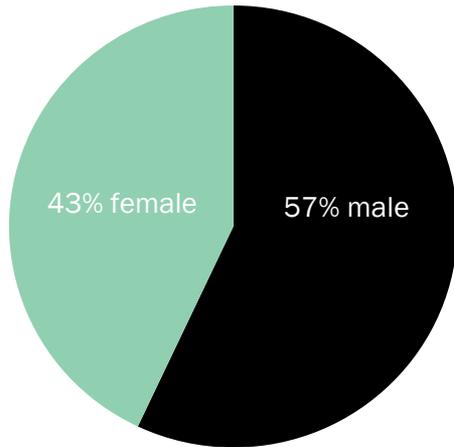
Sponsorship Opportunities

- **On air:** Sponsorship announcement adjacent to weekly segment every Monday on NPR's flagship evening newsmagazine, *All Things Considered*.

- **Online:** Enhance alignment with 300x600 desktop banners and standard mobile adhesion units throughout the *All Tech Considered* series hub on NPR.org.

- **NPR Player**: NPR.org's new responsive audio player offers sponsors the opportunity to engage audiences through digital and audio creative.

- **NPR One:** Reinforce alignment with specific content areas, including technology, through Supported Selections: a hand-curated selection of audio stories that resonate with NPR One users while reflecting ideas of the sponsor's campaign.

A BALANCED AUDIENCE

53% of *All Tech Considered* visitors on NPR.org are 18-49

Pie chart: 43% female, 57% male

Bar chart comparing *All Tech Considered* users and Total online audience by age group (45+, 35-44, 25-34, 18-24), x-axis 0% to 50%

| Average monthly unique users: | **1.4 million** |
| Average monthly page views: | **1.7 million** |

THE EARLY ADOPTER

NPR Delivers a Tech-Savvy Audience

NPR listeners

Have job responsibilities in **MIS/IS/IT/Networking or Technology** (index 243)

Considered "Category Influential Consumers" when it comes to **new technology** (index 133)

Use their phones to visit **news sites**, stream TV or listen to a **podcast** (index 126)

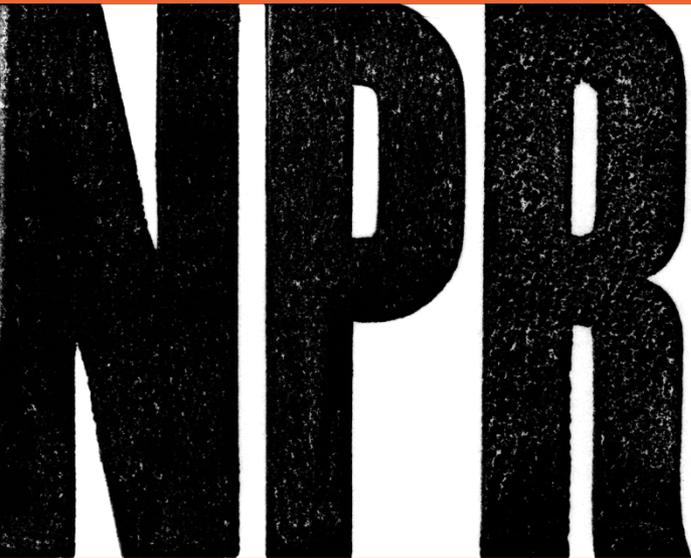Read the **science and technology sections** in the newspaper (index 226)

NPR.org users

Work for **software manufacturers** (index 214) or a **computer/hardware retailer/distributor** (index 142)

Write **computer code** (index 138) or build **complex micros** (index 121) at work

Involved in business purchases of **LAN/WAN/Networking related products & services** (index 154) and **PC software** (index 127)

Visit **social media websites** daily (index 319)

CONTACT

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