



NEWS

MUSIC AND ARTS LIFE

# PLANET MONEY FROM NPR

Cross-Platform Sponsorship Opportunity



# PLANET MONEY

- *Planet Money* is a podcast and on air series that covers the global economy with a simple goal: to be the place where the average, curious person can finally say, “Oh, now I get it. Now I understand that economic issue.”
- *Planet Money* was named a “top podcast to help you think differently in 2017” by [Inc.com](http://Inc.com)

## **Planet Money Sponsorship Overview**

- **Podcast:** :15 pre-roll and :30 and :15 mid-roll in biweekly episodes of *Planet Money* delivery custom sponsor messages
- **On Air:** :15 sponsor credits adjacent to *Planet Money* segments on *Morning Edition* and *All Things Considered*
- **Digital:** Recognition across *Planet Money* presence on NPR.org. Additional, scalable sponsorship plan available to extend your message to the NPR.org audience



**LEARN MORE**





# NPR CROSS-PLATFORM SCALE AND HALO EFFECT

## NPR ON AIR

**30M**

Weekly broadcast listeners

**65%**

NPR broadcast listeners prefer to buy products or services from NPR sponsors

## NPR PODCASTS

**11.3M**

Unique monthly podcast users

**76%**

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

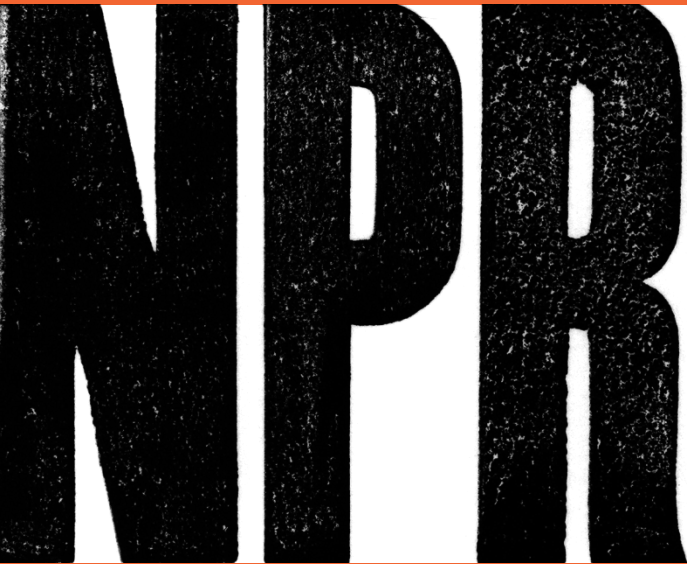
## NPR.ORG

**43M**

Unique monthly visitors at NPR.org

**73%**

NPR.org users have taken action in response to a sponsorship message on NPR.org



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## **CONTACT**

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