

The NPR logo consists of three lowercase letters: 'n' in a red square, 'p' in a black square, and 'r' in a blue square.

n p r

A man in profile is speaking into a vintage-style silver microphone. The background behind him is a collage of textures and patterns, including a white grid and a green textured area.

NEWS

A stylized, wireframe illustration of the Statue of Liberty and the United States Capitol building. A small white bird is flying in the sky between the two structures.

MUSIC AND ARTS LIFE

RADIO AMBULANTE

NPR's Spanish-Language Podcast Returns September 2017



Radio Ambulante's New Season September 2017

Hosted by author Daniel Alarcón, *Radio Ambulante* delivers high-quality, long-form radio stories about politics, sports, love, human rights, family ties, and more. The show's second season with NPR will begin September 12, 2017 and will feature 30 new episodes.

Radio Ambulante has produced more than 60 episodes from more than 20 countries, and partnered with English-language outlets like NPR's *Planet Money*, *Radiolab*, *The New York Times Magazine* and *This American Life*. *Radio Ambulante* joined NPR's successful portfolio of podcasts in 2016, which draws more than 11.3 million monthly listeners. The program's audience has expanded exponentially since joining NPR, seeing a 40% increase in monthly podcast downloads.

Sources: (NPR podcast users) Podtrac, April 2017; (*Radio Ambulante* podcast download growth) Splunk, 4-week downloads, 3-month average.



RADIO AMBULANTE'S GROWTH

Since joining NPR's podcast portfolio in November 2016, *Radio Ambulante* has seen:

40%

Increase in monthly podcast downloads

35k

Average podcast downloads per episode

40k

New followers on *Radio Ambulante's* Twitter account

65k

New followers on Daniel Alarcón's Twitter account



Radio Ambulante Host Daniel Alarcón



RADIO AMBULANTE LISTENER PROFILE

A Valuable Audience for Sponsors

82% Are between ages 18-45

30% Earn \$75K+ in HHI

59% Are female

49% Say Spanish is their native language

50% Are Latino

89% Say *Radio Ambulante* is the first podcast they listened to

90% Have a Bachelor's degree or higher



SPOTLIGHT ON DANIEL ALARCÓN

Radio Ambulante host Daniel Alarcón – a New York City-based novelist and journalist – joined NPR in November 2016 with a built-in, engaged fan base across his personal and the show’s social media platforms reaching 1M+ followers¹.

Alarcón’s career highlights also include:

- *The New Yorker*’s “[20 Under 40](#)” list of promising young American writers
- Recipient of a Lannan Literary Prize, a Guggenheim Fellowship and a Fulbright Fellow
- Author of *War by Candlelight* and *Lost City Radio*, the latter of which was named a “Best Novel of the Year” by the *San Francisco Chronicle* and the *Washington Post*
- Published writer for *The New Yorker*, *The New York Times Magazine*, among other major U.S. media outlets
- He teaches radio and writing at Columbia University School of Journalism in New York



Radio Ambulante Host Daniel Alarcón. Born in Lima, Peru, Alarcón was raised in the United States, and studied Creative Writing at the Iowa Writers Workshop.

“A Writer Thrives in Two Cultures: Daniel Alarcón Is a Hot Talent in Peru and America” – [The New York Times](#)



PODCAST SPONSORSHIP OPPORTUNITY

Align your brand with NPR's initiative to bring high-quality programming to an expanded audience and introduce new Latino and Latin American voices into the U.S. media conversation.

Radio Ambulante Sponsorship Overview

- *Radio Ambulante*'s new season launches September 12, with 30 new podcast episodes
- Sponsorship opportunities include :15 pre-roll and :30 mid-roll audio credits
- Logo recognition for sponsor on RadioAmbulante.org
- Opportunity for recognition in NPR's paid *Radio Ambulante* campaign focused on raising awareness among Latino and Spanish-speaking audiences



PREVIEW THE SHOW



PODCAST USERS WHO CONSUME SPANISH-LANGUAGE MEDIA

- **EDUCATED:** 31% have a college degree+
 - **AFFLUENT:** 32% have a HHI of \$100K+ (index 113)
 - **INFLUENTIAL:** Are more likely to be top management (index 151) or business owners/partners (index 117)
 - **BUSINESS LEADERS:** Are more likely to work in Business and Financial Operations (index 137)
-

ACTIVE & INFORMED CONSUMERS:

- 24% spent \$800+ on internet & catalog shopping in the past year (index 133)
- 45% agree "I expect the brands I buy to support social causes" (index 120)
- 66% agree "I buy based on quality, not price"
- 74% agree "If a product is made by a company I trust, I'll buy it even if it's more expensive"

SHOPPING INFLUENCERS & EARLY ADOPTERS:

- 42% agree "I like to share my opinions about products and services by posting reviews and ratings online (index 144)
- 48% agree "People often come to me for advice before making a purchase" (index 130)
- 64% agree "I prefer products that offer the latest in new technology" (index 124)
- 46% agree "I'm always one of the first of my friends to try new products or services" (index 142)



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

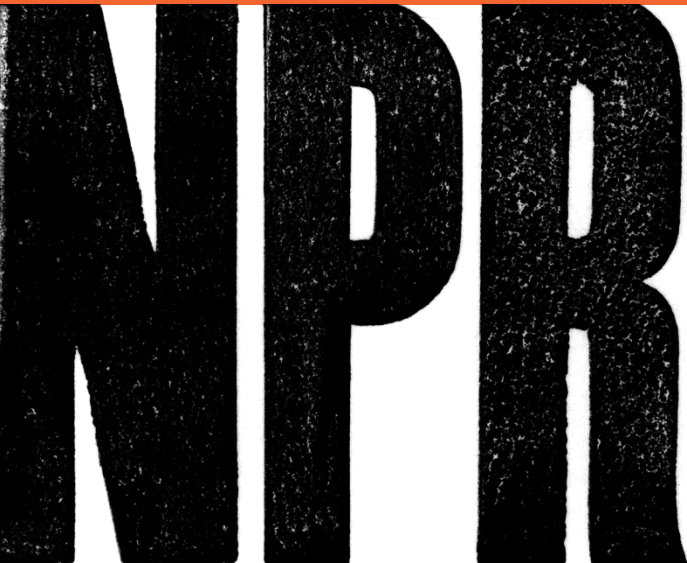
NPR.ORG

43M

Unique monthly visitors at NPR.org

73%

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



CONTACT

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