

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 dark, textured surface.

NEWS

A stylized, wireframe illustration of the Statue of Liberty and the U.S. Capitol building. A small white bird is flying in the sky between them.

MUSIC AND ARTS LIFE

SHOTS

Health News from NPR



SHOTS

The Latest on Health from NPR

- *Shots* is the go-to destination for health stories from NPR's Science Desk. Hosts Scott Hensley and Nancy Shute report on health-related news, and uncover how policy shapes our health choices.
- Audiences turn to *Shots* for the latest on research and medical treatments, as well as the business side of health.
- More than 3.6 million unique users visit *Shots* on NPR.org each month.

Stories from *Shots* include:

- [Hollywood Jet Gives Fearful Fliers The Courage To Soar](#)
- [Does Putting On A Few Pounds Help You Cheat Death?](#)
- [Reviving Memory With An Electrical Current](#)





YOUR HEALTH

A Special Series on Health and Medicine from *Shots*

- *Your Health* delivers up-to-the-minute consumer health, research and medical news
- Aired during *Morning Edition*, the nation's #1 morning drive program reaching 13 million weekly listeners
- *Your Health* covers news and provides commentary on personal health, medicine, healthcare, drugs, diet, recipes, and nutrition

Stories from *Your Health* include:

- [How to Save Money on Prescription Drugs, Insured or Not](#)
- [Good Quality Sleep May Build Healthy Hearts](#)
- [If Fish is Brain Food, Can Fish Oil Pills Boost Brains, Too?](#)

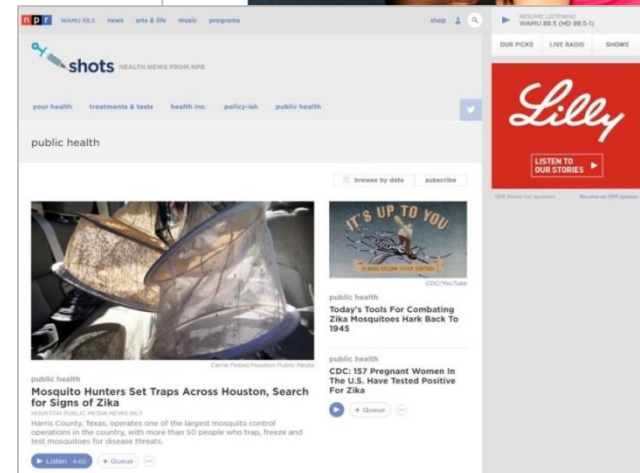
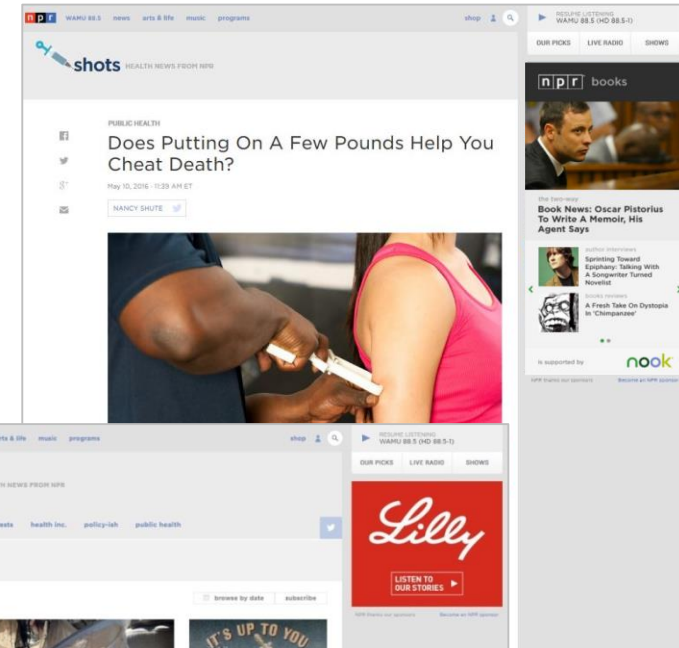




SHOTS

Sponsorship Opportunities

- **On air:** Adjacencies to the *Your Health* series aired during *Morning Edition*, the nation's #1 morning drive program.
- **Online:** Boost sponsorship with 300x600 and 300x250 desktop banners and standard mobile adhesion units throughout *Shots* pages on NPR.org.
- **NPR Player:** NPR.org's new responsive audio player offers sponsors the opportunity to engage audiences through digital and audio creative.
- **Halo Units:** Leverage the NPR brand and deepen content alignment with custom designed units featuring an embedded content module for an NPR program or series, such as *Shots*.
- **NPR One:** Reinforce alignment with specific content areas, including health, through Supported Selections: a hand-curated selection of audio stories that resonate with NPR One users while reflecting ideas of the sponsor's campaign.



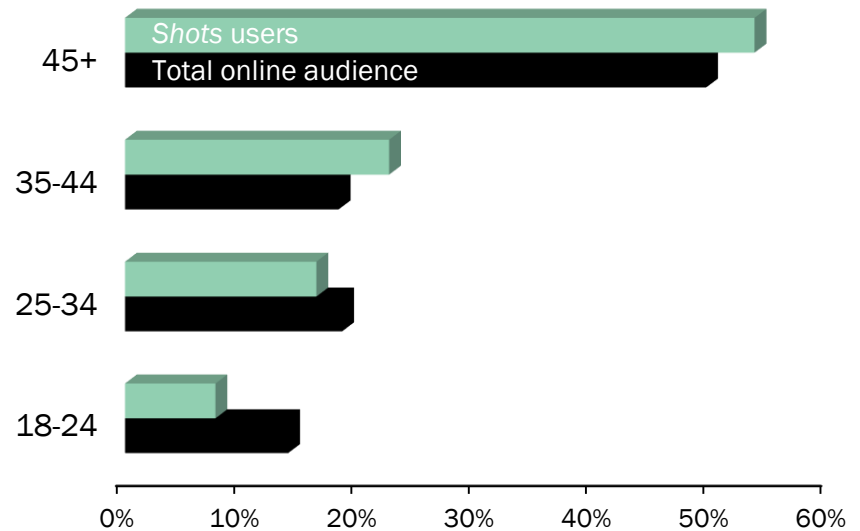
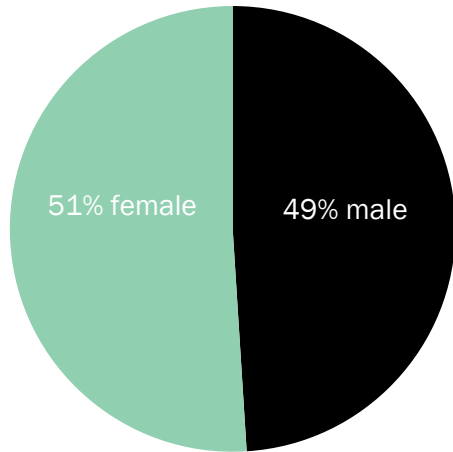
300x250 Banner

Halo Unit



A BALANCED AUDIENCE

55% of *Shots* visitors on NPR.org are 18-49



Average monthly unique users: **3.7 million**
 Average monthly page views: **5.1 million**



THE CHAMPION OF WELLNESS & SUSTAINABILITY

Reach Those Who Live Lifestyles of Health and Sustainability

NPR listeners

More likely to consider themselves **“heedful of wellness”** regarding food purchases (index 119)

Purchase **natural or organic** foods (index 173)

Participate in **environmental groups or causes** (index 433)

Drive a **hybrid vehicle** (index 276)

Agree that companies should make sure their **products are environmentally friendly, even if that means charging higher prices** (index 120)

NPR.org users

91% look for ways to lead a **healthier life***

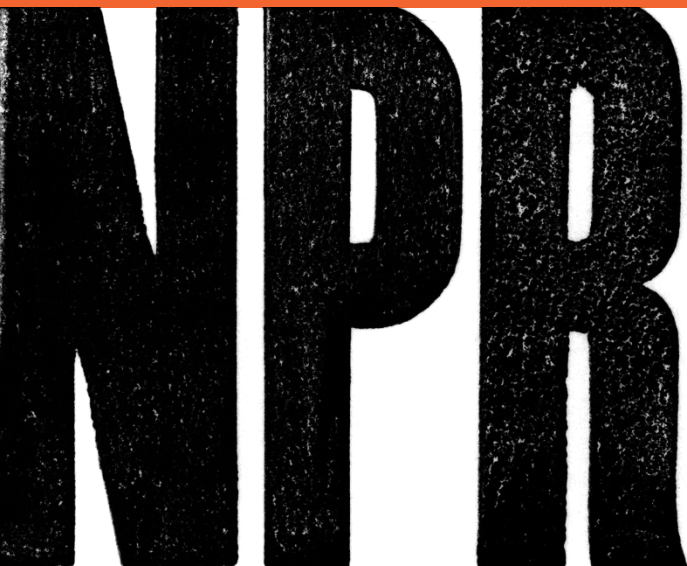
Play sports, including **lacrosse** (index 354), **volleyball** (index 172) and **softball** (index 153)

62% of NPR.org users **recycle**

Spent \$100-\$199 on **organic foods** in the past 30 days (index 143)

83% engage in **physical activity** to improve or maintain health*





CONTACT

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