



NEWS



MUSIC AND ARTS LIFE



THE BIG LISTEN

Cross-Platform NPR Program Sponsorship



Nerd Out with *The Big Listen*

Podcast listening is on the rise — up to 76.9 million tuning in monthly — and there are thousands of great titles out there. What's a casual listener to do?

***The Big Listen*, NPR's hour-long weekly podcast and radio show about podcasts, has the answers. Like a matchmaker, but for podcasts, The Big Listen will guide broadcast listeners inside the podcasting ecosystem through dynamic interviews with audio creators and curated, themed clips.**

***The Big Listen* joins NPR's successful line-up of podcasts, which draw in 9.9 million monthly listeners. The radio show will launch the same week across NPR Member stations. Hosted by podcast expert Lauren Ober, *The Big Listen* is any listener's essential guide for curating the perfect playlist.**



YOUR GUIDE TO THE BEST PODCASTS

The Big Listen on NPR

- *The Big Listen* is expanding into a one-hour weekly broadcast and podcast show with national distribution
- Hosted by Lauren Ober, the show features interviews with audio creators making today's most innovative content and highlights curated podcast clips set around a theme
- 30 new, one-hour episodes will be released in 2016-17



Host Lauren Ober

Sponsorship Opportunities

- Podcast sponsorship includes one (1) :15 pre-roll credit and two (2) :30 host-read mid-roll credits
- Up to :15 audio credit in NPR's on air programming broadcast listeners across NPR's on air programming
- Presence in NPR's [Podcast Directory](#) and across NPR.org, with a total reach of 43 million monthly users
- Featured web buildout and hub on WAMU.org with logo recognition



[Preview the Show](#)



“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

7

NPR podcasts named among industry's top 20 podcasts

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

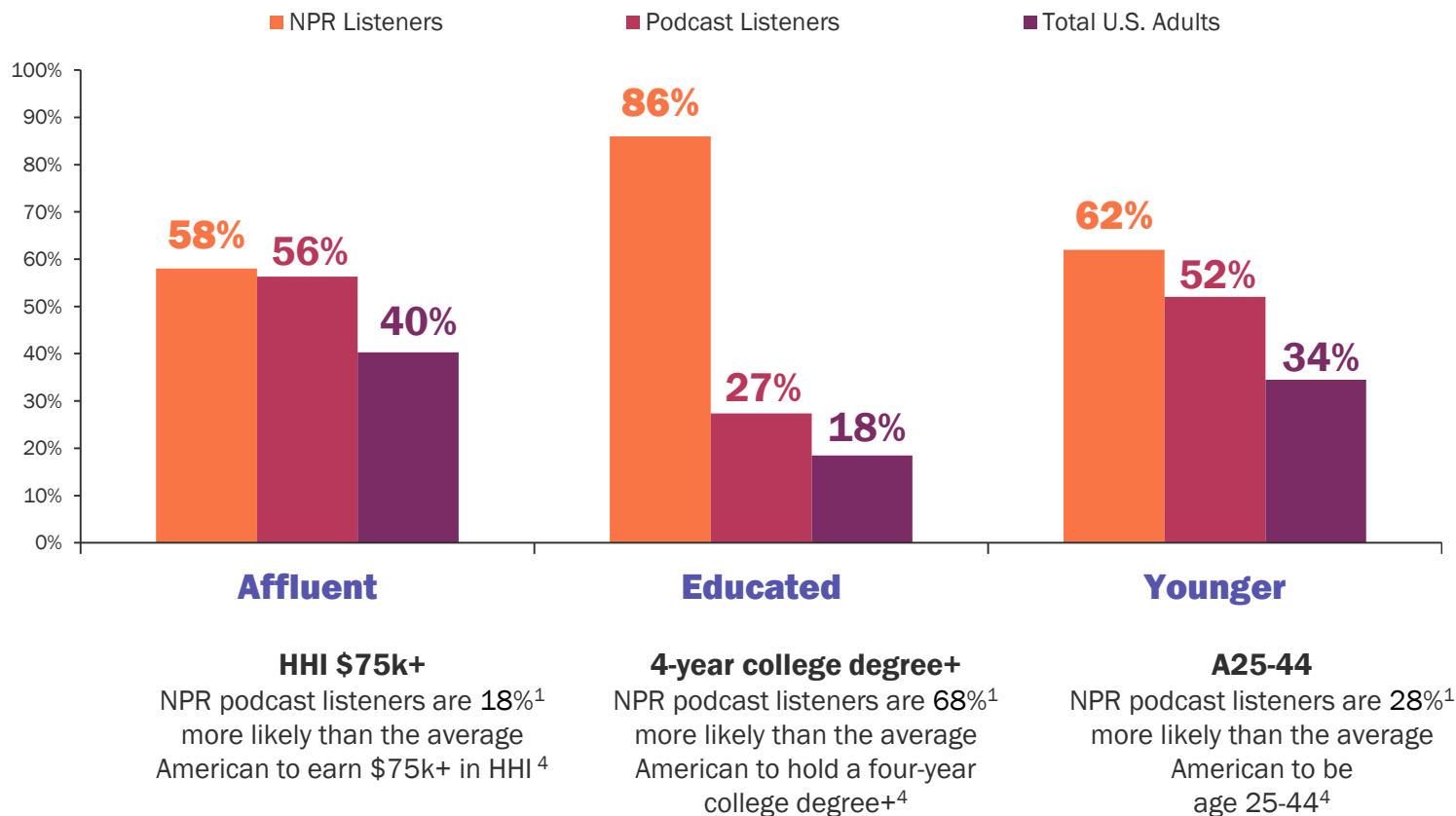
76%

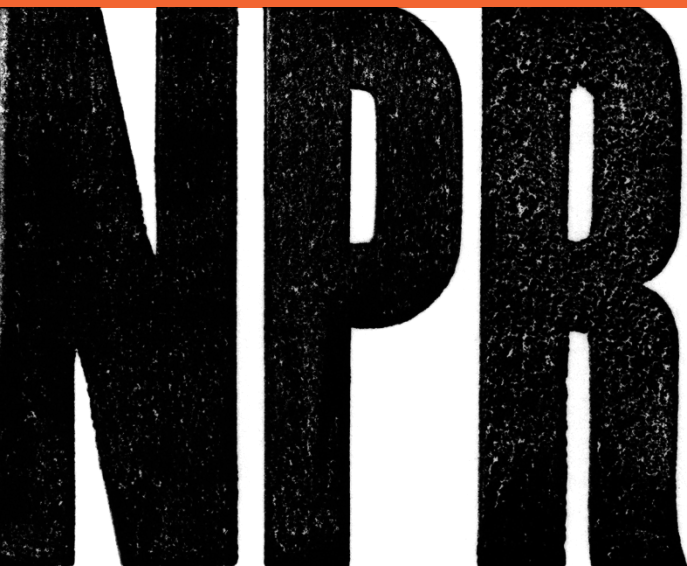
of NPR podcast listeners have taken action in response to a sponsorship announcement in an NPR podcast



AN ELITE PODCAST AUDIENCE

Among Podcast Users, NPR Podcast Users are Younger, More Educated and Affluent





CONTACT

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