



NEWS



MUSIC AND ARTS LIFE



THE SALT

NPR's Award-Winning Food Blog



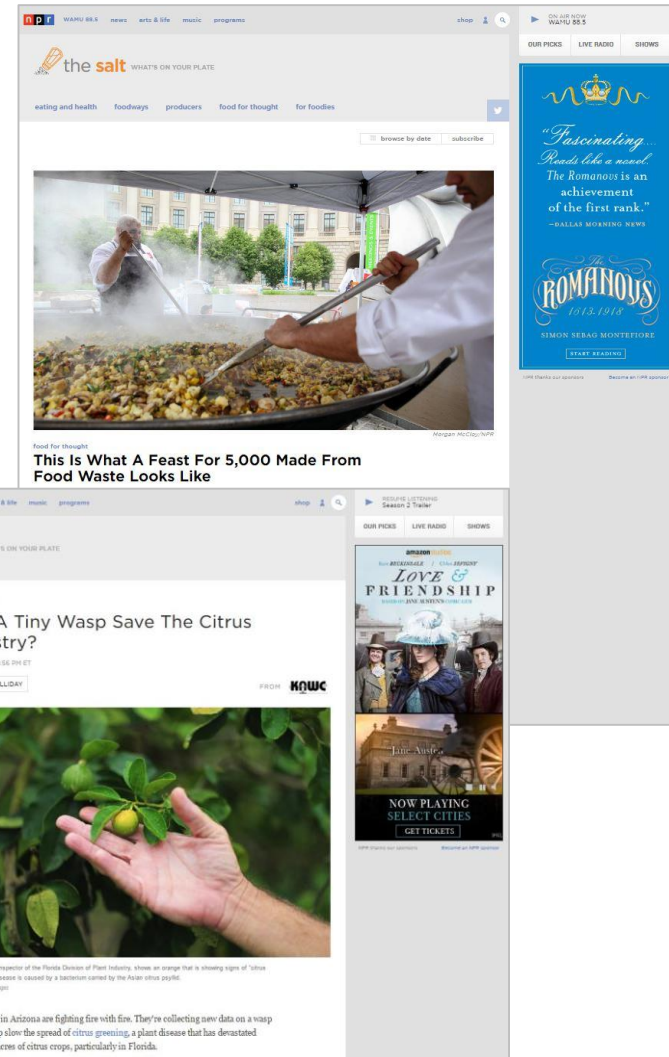
THE SALT

What's on Your Plate?

- With a pinch of skepticism and a dash of fun, *The Salt* from NPR's Science Desk covers food news from the farm to the plate and beyond.
- Stories explore eating and health, food production, economic insights, international food perspectives, recipes and more.
- The Gracie and James Beard Award-winning blog serves up the latest food coverage on air and online.

Sponsorship Opportunities

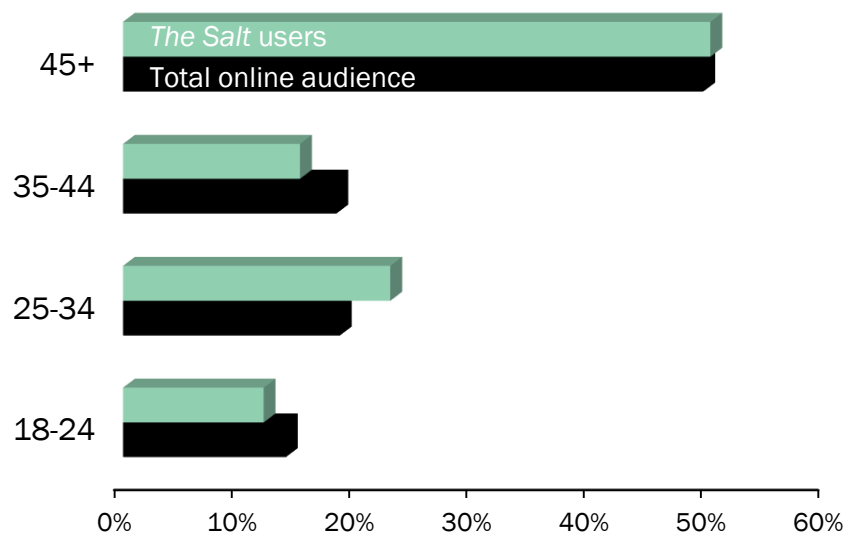
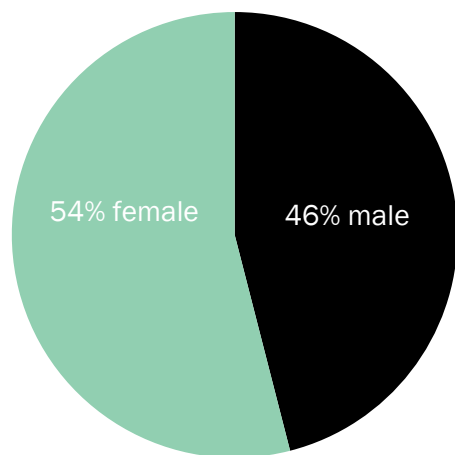
- **On air:** Sponsors will receive :15 adjacencies around *Morning Edition* segments with *The Salt*, occurring up to once every three weeks
- **Online:** Placements throughout *The Salt* hub on NPR.org
- **NPR One:** Extend sponsorship with [Supported Selections](#), a hand-curated selection of audio stories that resonate with NPR One users while reflecting ideas of sponsor's campaign





A BALANCED AUDIENCE

61% of *The Salt* visitors on NPR.org are 18-49



Average monthly unique users: **2.7 million**

Average monthly page views: **3.7 million**



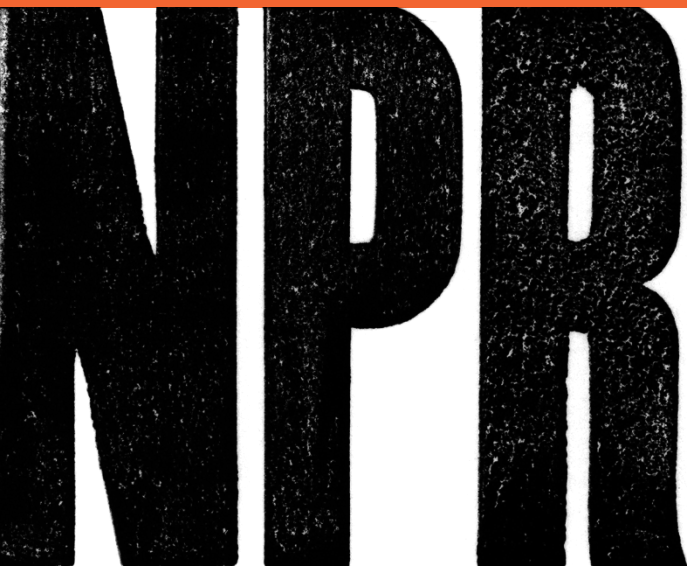
THE FOOD ENTHUSIAST

NPR Listeners

- Purchase **natural or organic** foods (index 173)
- **Cook for fun** 2-3 times a month (index 179)
- 85% prefer **cooking with fresh food** rather than canned or frozen foods
- 71% of NPR listeners **cook meals frequently** during a given week

NPR.org Users

- 85% **check food ingredients and nutritional content** before purchasing food items
- 70% agree “I enjoy cooking for **family and friends**”*
- 65% are **grocery purchase decision makers**
- 53% agree “The **kitchen is the center of our family life**”*



CONTACT

NPR Sponsorship
sponsorship@npr.org
202.513.2093
