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NEWS

MUSIC AND ARTS LIFE

# INVISIBILIA SEASON THREE

Explore the Invisible Forces Behind Human Behavior



# INVISIBILIA: A LOOK AT WHAT SHAPES US



Top: *Invisibilia* Season 3 artwork

Bottom: *Invisibilia* hosts Alix Spiegel (l) and Hanna Rosin (r)

- *Invisibilia* explores the invisible forces that shape human behavior: emotions, beliefs, assumptions, and thoughts
- Hosted by Alix Spiegel and Hanna Rosin, award-winning journalists
- *Invisibilia* Season 3 tackles emotions, probing a radically new way of looking at some fundamental questions: Where do emotions come from? Can racism be cured? How is it that two people can look out the window at the exact same thing and see something completely different?
- Launched in June 2017, Season 3 is an ambitious new experiment: all the episodes in the season are connected. Spiegel and Rosin put forward a provocative new idea and explore it in stories from around the country, using the revealing science and rich storytelling *Invisibilia* is known for.
- Season 3 launch at No. 1 on the Apple Podcast charts, and according to *The New Yorker*, this season “feels even more confident and impressive.”

**PREVIEW SEASON 3**



# CROSS-PLATFORM SPONSORSHIP

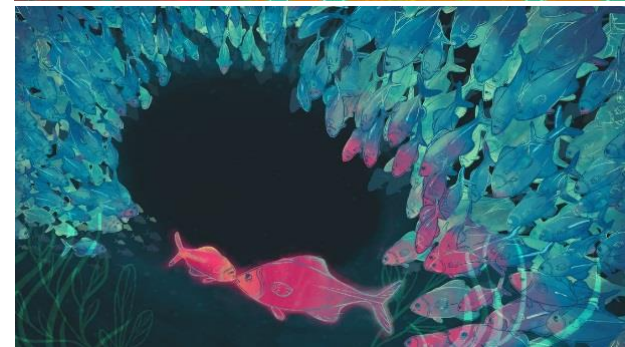
- *Invisibilia* Season 3 will release six (6) 30-minute episodes (6/1, 6/8, 6/22) and one (1) hour-long episode (6/15)
- Paid marketing and promotional campaign across NPR.org and in the NPR One app will drive audience engagement and listening

## Podcast Sponsorship

- 2M guaranteed downloads per episode\*
- :15 pre-roll and :30 mid-rolls

## Broadcast Sponsorship

- On-air sponsorship for *Invisibilia* includes:
  - Four (4) :15 adjacencies around *Invisibilia* segments aired on *Morning Edition* and *All Things Considered*, reaching a combined audience of 30 million weekly listeners<sup>1</sup>
  - :15 credits across the seven-episode *Invisibilia* radio series airing on more than 400 NPR Member stations





## INVISIBILIA PODCAST USER PROFILE

**\$78,289**

Median HHI\*

**84%**

hold a Bachelor's degree or higher

**69%**

are under age 35





# INVISIBILIA PODCAST USER SURVEY

## ***Invisibilia* listeners are loyal to the show.**

- 89% of *Invisibilia* Season 2 listeners returned after listening to Season 1

## ***Invisibilia* is valued by listeners.**

- 99% say they'd recommend the show to others
- 95% agree the show helped them learn something

## ***Invisibilia* hosts are trusted and credible.**

- 94% agree the hosts do a good job of interviewing experts
- 93% agree the hosts tell stories that affect them on an emotional level



“[The Problem with the Solution](#)” was most-cited as listeners’ favorite episode from *Invisibilia* Season 2



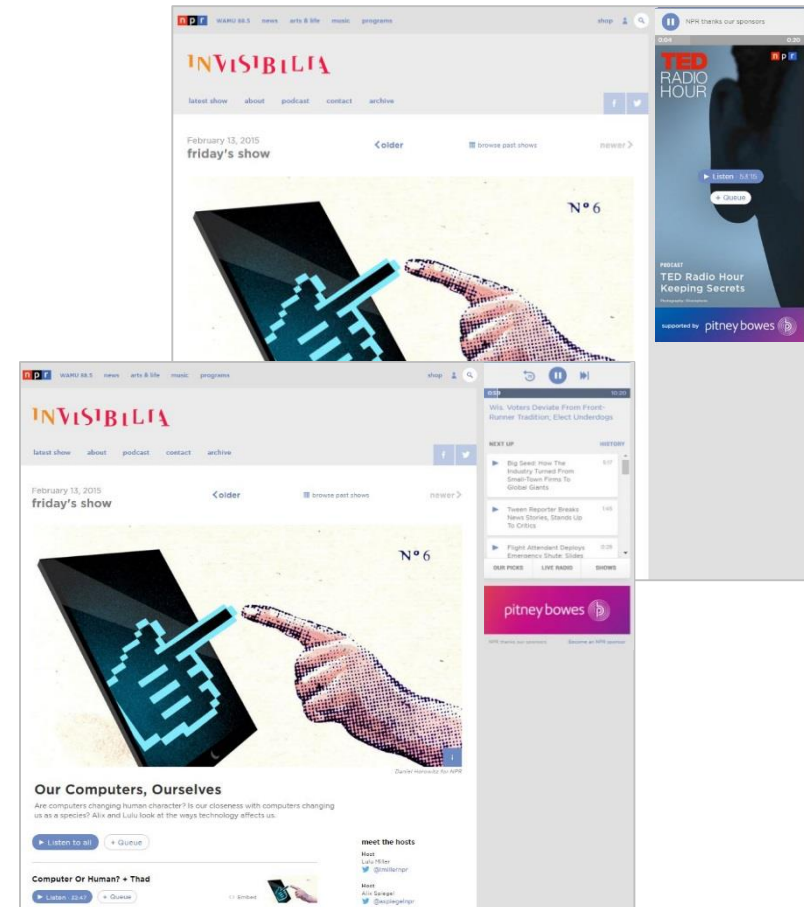
# DIGITAL SPONSORSHIP EXTENSIONS

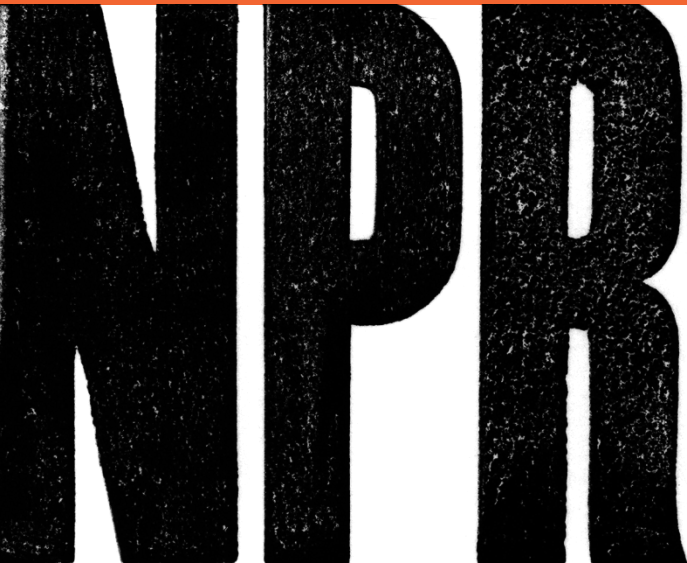
## Digital Audio

- Podcast Halos provide sponsors audio and visual recognition on NPR One and NPR Player. [View demos.](#)
- Custom audio promo paired with co-branded 300x600 *Invisibilia* episode units reinforce brand alignment
- 300x100 persistent unit

## NPR.org

- Engage visitors on *Invisibilia* and *Shots* pages with:
  - Persistent banners:** 300x600 and 300x250 banners
  - Story Center Stage:** Showcase interactive branded elements, such as long-form video
  - IAB Adhesion Units:** Target users with high-performing units across mobile devices





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## **CONTACT**

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