

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

n p r

The word 'NEWS' is written in large, white, bold, sans-serif capital letters. It is positioned over a background that includes a man's profile in a radio studio and a vintage microphone.The words 'MUSIC AND ARTS LIFE' are written in a stylized, vertical font. 'MUSIC' is in orange, 'AND' is in white, and 'ARTS LIFE' is in white. The background features a wireframe Statue of Liberty and the US Capitol building.

UP FIRST

Daily News Podcast from NPR



UP FIRST

A 10-Minute News Podcast, Designed for the Commute

- *Up First* is an on-ramp to the day's news. In just 10-minutes, the show gives listeners fact-based analysis of two major news stories of the day
- Every day on *Up First*, audiences hear a lively, welcoming conversation between NPR's *Morning Edition* hosts Steve Inskeep, Rachel Martin and David Greene— a smart take for what's going on in the world and what new developments to look out for that day
- In today's demanding news environment, *Up First* helps on-demand listeners prepare for the day, wherever they are, on any platform
- And *Up First* is designed with today's media appetite in mind - 77% of NPR podcast listeners say they are “definitely” interested in short, daily audio news updates

Up First Sponsorship

- Episodes are published M-F by 6AM ET
- :15 mid-roll podcast credits deliver custom sponsor messages
- *Up First* is available on Amazon's Alexa-enabled devices and Google Home
- Scalable digital sponsorship with creative and audio units in [NPR One](#)



[LEARN MORE](#)



NPR PODCAST SCALE AND REACH

#1

Podcast publisher in America
with **7 of the Top 20 shows**

11.3M

unique monthly podcast audience

79M

total monthly podcast streams

82%

of NPR podcast listeners hold a more
positive opinion of a company when
they find out it supports NPR

82%

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



NPR PODCAST USERS PROFILE

Largely Affluent

- The median HHI of NPR podcast users is \$84,074
- 58% have HHI of \$75,000 or more

Business Influencers

- 80% are employed full-time
- 30% hold executive/managerial positions
- 49% participate in business purchase decisions

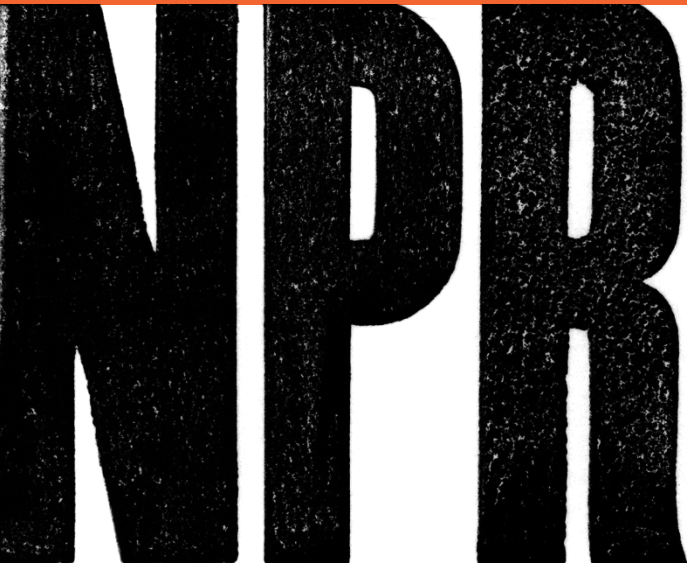
Highly Educated

- 86% hold a Bachelor's degree or higher
- 39% have post-graduate education

Podcast Users Take Action

Among those who recalled hearing any sponsor in an NPR podcast:

- 56% visited a sponsor's website
- 50% considered a new product or service
- 21% recommended a product or a service to other



CONTACT

NPR Sponsorship
sponsorship@npr.org
202.513.2000
