



WOW IN THE WORLD

New Kids Podcast Sponsorship



WOW IN THE WORLD

Sponsor NPR's First Podcast for Kids and Parents

Wow in the World is a weekly show for curious kids aged 5-12 and their parents that explores amazing inventions, discoveries and happenings in our universe.

The show is co-hosted by Mindy Thomas and Guy Raz – hosts of SiriusXM's weekly kids news series, *Breakfast Blast Newscast* – as a sketch-comedy/conversation that features three big stories of the week. Stories begin with questions that lead to an explanation about an amazing discovery or finding in the world of science and technology. All stories are rooted in research from scientific journals and from the news of the week.

Part of NPR's successful podcasting portfolio, *Wow in the World* creates fun, high-quality kids programming that kids and parents will love.





MEET THE HOSTS

Mindy Thomas is the Gracie Award winning host of the *Absolutely Mindy Show*, heard nationally, weekday mornings on SiriusXM's Kids Place Live channel, of which Mindy served as a Program Director for ten years. Mindy lives in Northern Virginia with her husband, and two curious and creative kids who provide her with endless amounts of laughs, spilled milk and inspiration.

Guy Raz is the host, co-creator, and editorial director of two of NPR's most popular programs: *TED Radio Hour* and *How I Built This*. Since joining NPR, Raz has served as weekend host of *All Things Considered* and bureau chief for Berlin and London, among other roles. He also co-hosts SiriusXM's weekly news segment for kids, *Breakfast Blast Newscast*. Most importantly, Guy is a father. He's performed in DC children's theater as the narrator in "Cat in the Hat".

In 2016, Mindy and Guy won the International New York Festivals Award for their children's program, the *Breakfast Blast Newscast*.



Wow in the World hosts Guy Raz and Mindy Thomas



WOW IN THE WORLD

Program Overview

- *Wow in the World* is NPR's first children's podcast
- Each week hosts Mindy Thomas and Guy Raz search the globe looking for amazing stories in science and technology, new discoveries, and profile the people behind the fascinating new discoveries

Podcast Sponsorship & Audience Reach

- :15 pre-roll and :30 mid-roll credits in weekly, 30-minute episodes*
- 150k projected weekly downloads*
- *Wow in the World* joins NPR's growing podcast network that draws in 11.3M monthly listeners¹
- NPR is the #1 podcast publisher in America, with 7 of the top 20 podcasts¹
- Additional, scalable sponsorship plan available to extend your message to the NPR.org audience
- 60% of NPR.org users are parents, and 22% have children 3-11 years old²

PREVIEW THE SHOW



“PODCAST PARENTS” LISTENER PROFILE

Parents ages 25-44 are 38% more likely to listen to podcasts than the U.S. average. Tapping into this target, *Wow in the World* will deliver an audience of “podcast parents”. * These active podcast parents are also conscious, healthy and influential consumers.

Influential & Engaged

- I prefer products that offer the **latest in new technology** (index 120)
- I’m always one of the **first of my friends** to try new products or services (index 176)
- I like to **share my opinions** about products and services by posting reviews and ratings online (index 126)
- People often **come to me for advice** before making a purchase (index 173)

Health-Conscious & Active

- I regularly eat **organic foods** (index 172)
- I buy natural products because I am **concerned about the environment** (index 120)
- I have a **regular fitness** program (index 136)



NPR CROSS-PLATFORM SCALE AND HALO EFFECT

NPR ON AIR

30M

Weekly broadcast listeners

65%

NPR broadcast listeners prefer to buy products or services from NPR sponsors

NPR PODCASTS

11.3M

Unique monthly podcast users

76%

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

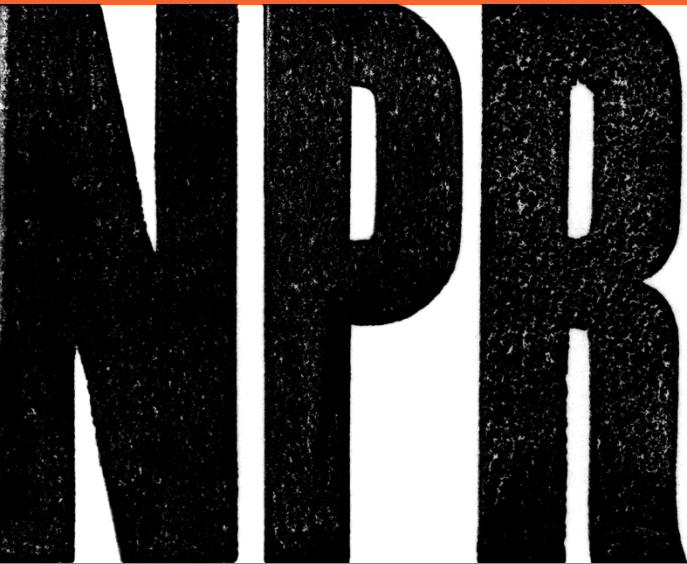
NPR.ORG

43M

Unique monthly visitors at NPR.org

73%

NPR.org users have taken action in response to a sponsorship message on NPR.org



CONTACT

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