

# Be heard

by one million highly-responsive public  
radio listeners across Michigan.



**MICHIGAN  
RADIO**



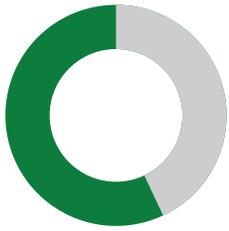
# **We are Michigan's NPR News Leader.**

Providing independent award-winning journalism for nearly 75 years, Michigan Radio's mission is to uncover the facts, share the stories, and create the connections that give meaning to our complex world.

The Michigan Radio/NPR audience makes public radio more than just a part of their day: they make it part of their lives. Our audience turns to us for long-form journalism and storytelling that changes lives.

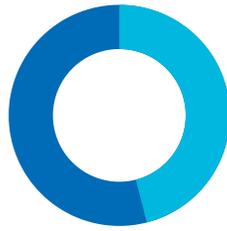
For brands, this means the opportunity to connect with people when they are truly listening.

# Meet the Audience



**43%**

Ages 25-54



**50%** **49%**

Men

Women



**71%**

College Graduates

## INFLUENTIAL

Twice as likely to be in top management

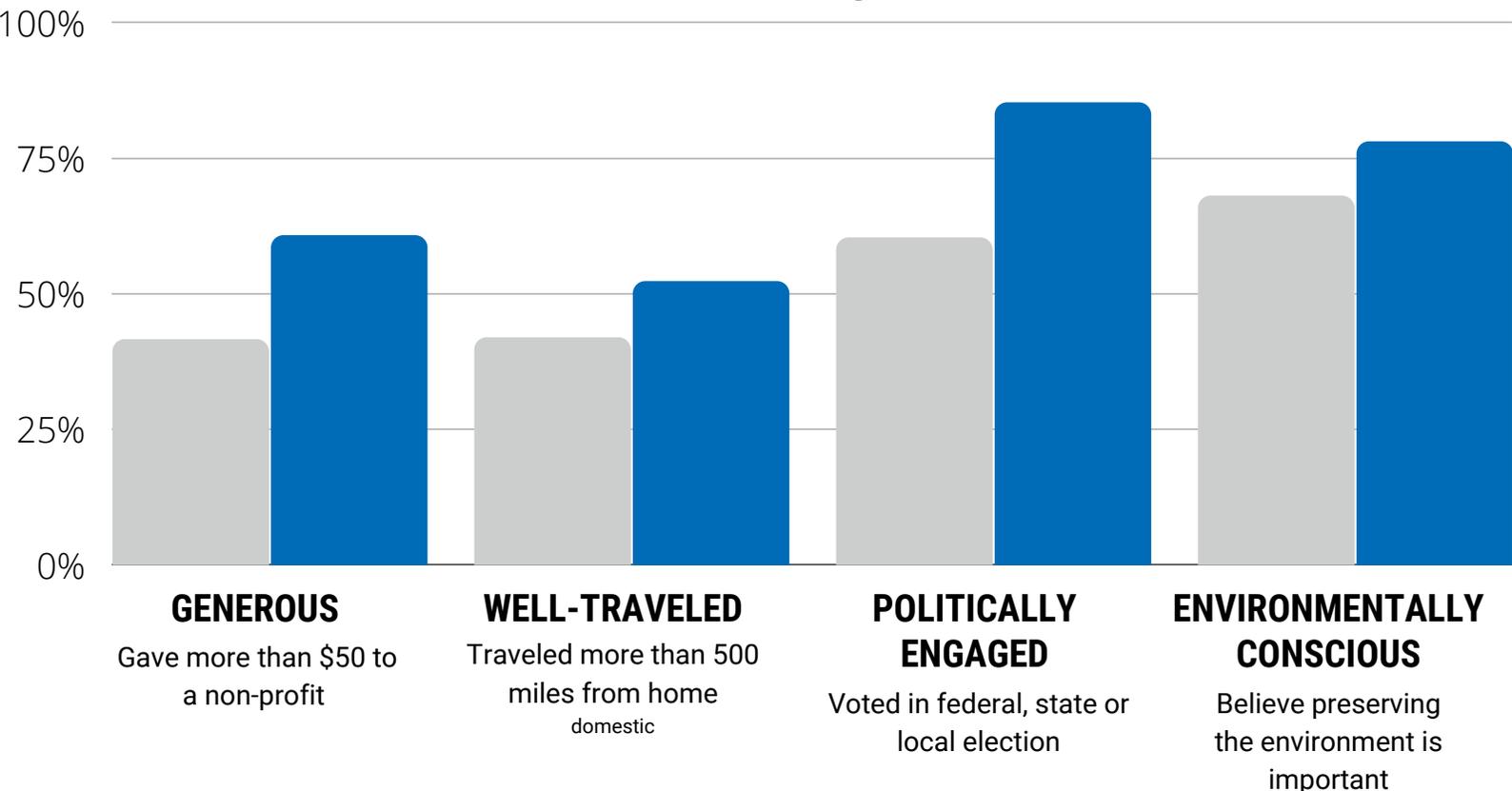
## CULTURED

58% more likely to visit cultural attractions

## AFFLUENT

\$119,000 median household income

■ Total U.S. Adults ■ Michigan Radio Audience

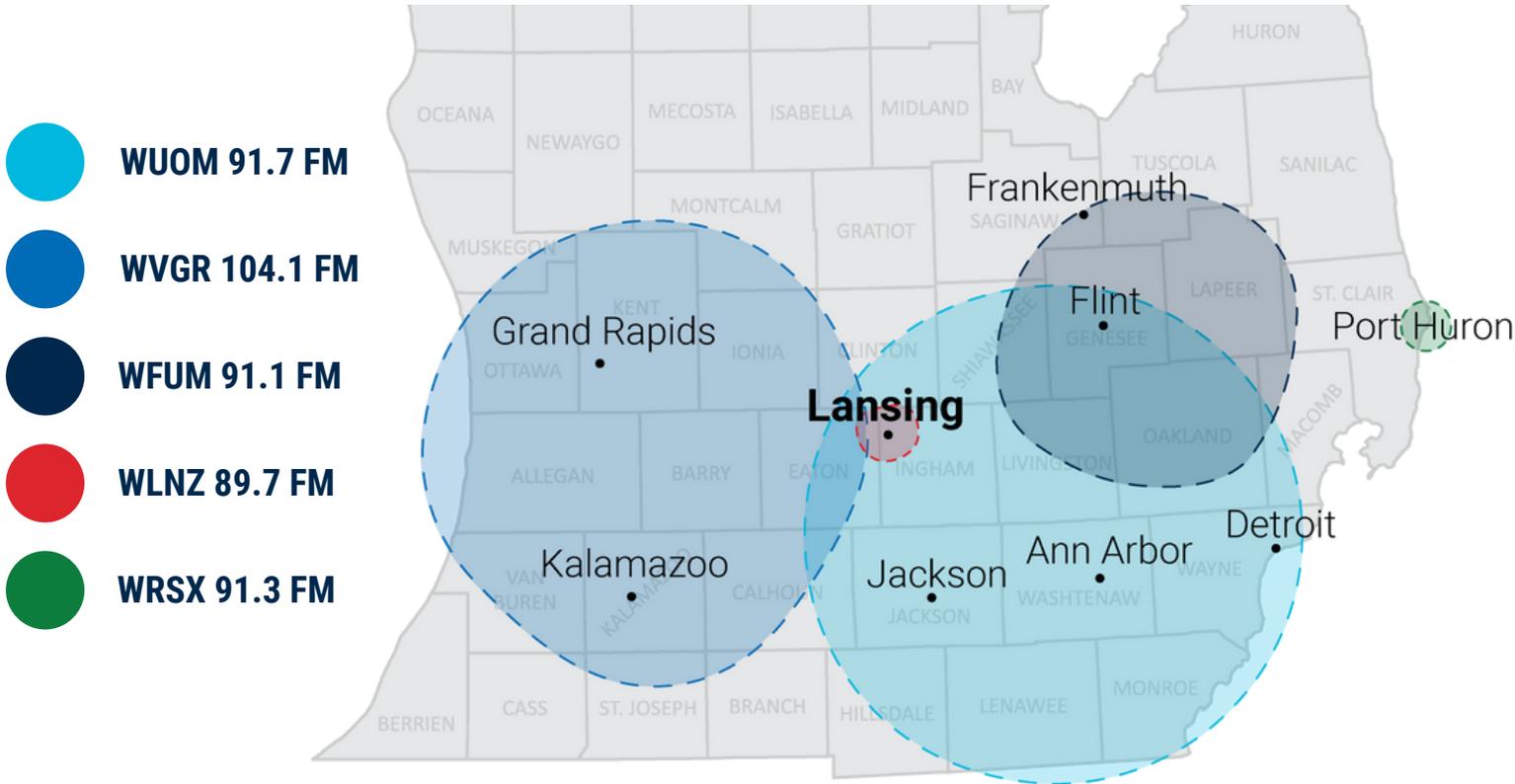


\*In the last 12 months

Source: MRI-Simmons Doublebase 2022 Base: Total U.S. Adults

# Loyal Listeners Coast-to-Coast

*Reach all major markets in Michigan*



Over

**800,000**

monthly radio listeners

With a broadcast signal that reaches

**over 80%**

of the total Michigan population

# Growing Digital Audiences

*The future of public radio*



**425,000**

average monthly  
**web** users



**200,000**

average monthly  
**stream** listeners



**30,000**

**newsletter**  
subscribers



**20,000**

average monthly  
**app** users

# Contemporary Audio Engagement

## On-Air Messages

:15 messages read live on-air by radio talent in an objective style that listeners expect and respect. Your messages are heard across the state via our simulcasted dial positions and are around the world via our digital live stream.

## On-Demand Listening

:15 messages that greet listeners at the beginning of every stream connection via the website, smart speakers, and mobile devices. Our stream averages 1+ million sessions/month.

## Digital

Ad tiles, display banners, and more via a variety of digital properties, both traditional and mobile. Our website average over 1 million pageviews per month.

## Podcasts

:15 midroll messages in podcasts, including daily news from *Stateside*. Previous podcasts include the Peabody Award-winning *Believed*, *Kids These Days*, and *Same Same Different*.

## Newsletters

Display tiles or banners on our daily, weekly, and monthly newsletters, which total over 30,000 subscribers.

## Events

Custom packages include on-air messages, display ads, newsletter messages and live recognition at in-person or virtual events.

MICHIGAN'S  
NPR NEWS  
LEADER

# "I heard it on NPR."

Meet your new customer today!

**Contact Corporate Sponsorship:**  
*[mradiosponsorship@umich.edu](mailto:mradiosponsorship@umich.edu)*

