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

- **Influential**: Twice as likely to be in top management
- **Cultured**: 58% more likely to visit cultural attractions
- **AFFLUENT**: $119,000 median household income

**Meet the Audience**

43% Ages 25-54  
50% Men, 49% Women  
71% College Graduates

**Ratios**

- **Influential**: Twice as likely to be in top management
- **Cultured**: 58% more likely to visit cultural attractions
- **Affluent**: $119,000 median household income

**Characteristics**

- **Generous**: Gave more than $50 to a non-profit
- **Well-Traveled**: Traveled more than 500 miles from home domestic
- **Politically Engaged**: Voted in federal, state or local election
- **Environmentally Conscious**: Believe preserving the environment is important

*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

*As of July 2022*
## 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.
“I heard it on NPR.”
Meet your new customer today!

Contact Corporate Sponsorship:
mradiosponsorship@umich.edu