KUOW.ORG 94.9 npr Network

Embrace the *power* of KUOW for your brand

Where trust becomes connection



Your messages do more with the *power* of KUOW

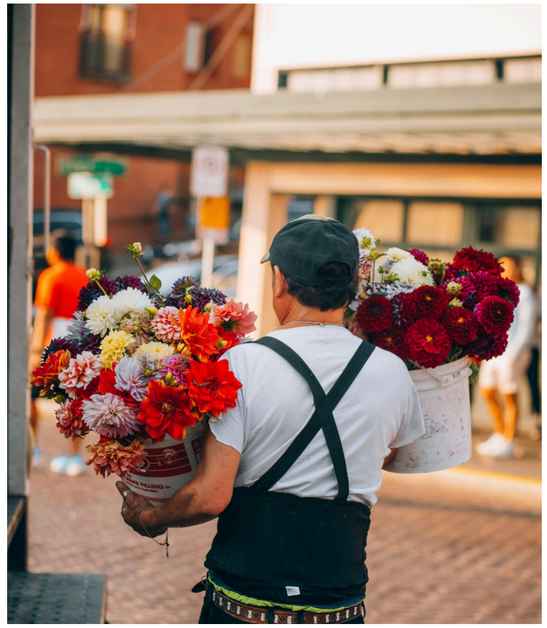
Every day, listeners rely on KUOW for local independent journalism, thoughtful storytelling, and programming that informs, inspires, and deepens understanding. KUOW is woven into their daily routines as they listen at home, work, and during their commute.

Listeners trust KUOW

That trust extends to businesses and organizations that choose to support KUOW. And for KUOW's highly engaged and fiercely loyal audience, that support matters. They respond with action.

Build your business, increase name recognition, or spread the word about your event with KUOW — while strengthening your community.

TRUST IS HARD WON. *START WITH KUOW.*









KUOW delivers regional reach + *local* influence

KUOW 94.9 FM · KQOW 90.3 FM · KUOW 1340 AM

With three signals, KUOW's audience spreads across the Puget Sound region, from Tumwater to Bellingham, with the highest concentration in King County. The livestream and podcasts make KUOW news and content available to listeners everywhere.

360,338
average weekly broadcast listeners

1.3M+
average monthly livestream sessions

809,061
average monthly podcast downloads

1.6M+
average monthly kuow.org pageviews

93,375
newsletter subscribers

118,573
social media followers



90.3 FM KQOW
NORTH PUGET SOUND
Everett, Bellingham, Snohomish, Skagit & Island Counties



94.9 KUOW
CENTRAL PUGET SOUND
Seattle, East King, Foothills & Olympic Peninsula



1340 AM KUOW
SOUTH PUGET SOUND
Olympia, Pierce, Thurston, Mason & Pacific Counties

Nielsen May '25–April '26, P18+, M–Su 5a–12m; Triton May '25–April '26; Google Analytics May '25–April '26; KUOW internal records 2026.

Stand out with KUOW — effective messaging with *impact*

Supporting KUOW is not just altruistic — it's effective. In a clutter-free, noncommercial environment, KUOW and NPR deliver access to a uniquely captivated audience. Your concise, hype-free messages will not only be heard, but listened to. Listeners trust and value the organizations that support the local news and programming they rely on — and that trust, along with KUOW's brand safety, transfers directly to your business.

88% of listeners take action as a result of a business supporter message

78% of listeners have a positive opinion of companies that support public radio

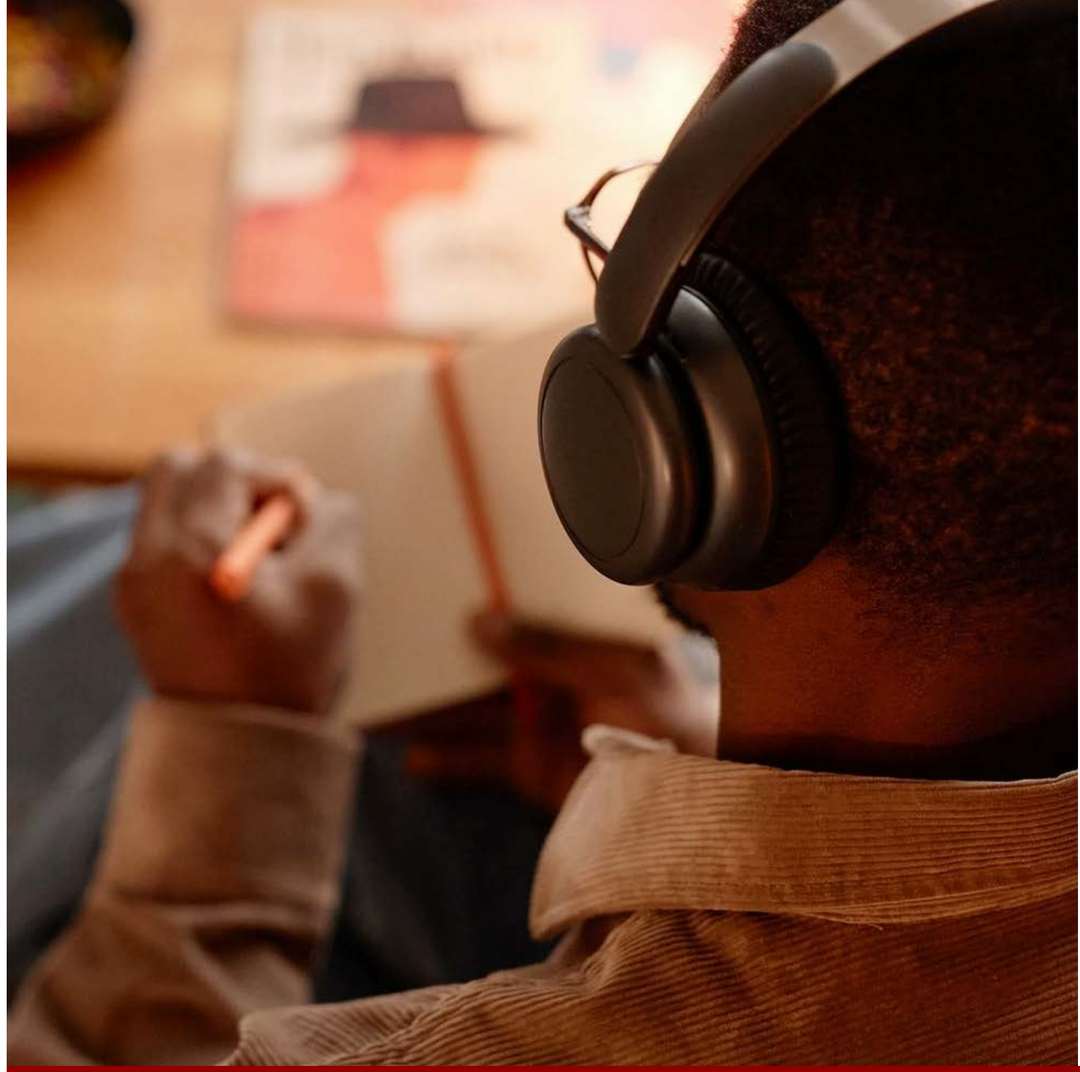
76% of listeners prefer to purchase products and services from public radio business supporters

A CLUTTER-FREE HOUR

KUOW airs **2 minutes** of supporter messaging per hour;

Commercial radio airs up to **18 minutes** of ads per hour.

Kantar, NPR State of Sponsorship Survey, 2025.



WE KNOW THAT THE KUOW AUDIENCE ALIGNS WITH WHAT WE ARE CREATING AND BUILDING AND BECAUSE PEOPLE TRUST KUOW, THE MESSAGING AND GOOD WORK OF KUOW EXTENDS TO US.

— Shelly Parks, Community Coordinator, 4th Corner Commons



Powered by *listeners*, built on loyalty

KUOW delivers a valuable and dedicated audience who listens, learns, gives, and acts.

ENGAGED & LOYAL

87%

prefer KUOW and listen 6:45 hours a week on average

EDUCATED

44%

hold a post-graduate degree

AFFLUENT

169%

more likely to own a $2M+ home

INVESTED

54,487

are KUOW members

PHILANTHROPIC

60%

donated to a nonprofit

CULTURED

50%

traveled abroad last year

INFLUENTIAL

3x

more likely to be community & professional leaders

NOW THAT WE ARE A BUSINESS SPONSOR ON KUOW, WE HONESTLY HAVE TOO MUCH BUSINESS, AND THE PEOPLE CONTACTING US NOW ARE OUR IDEAL CLIENTS.

— Nik Paladino, Co-owner, Phinney Ridge Painting

Nielsen May '25–April '26, P18+, M–Su 5a–12m; Triton May '25–April '26; Google Analytics May '25–April '26; KUOW internal records 2026.Scarborough R1 2026: Mar '25–Mar '26.
*Influentials are those who participate in three or more public activities that demonstrate uncommon engagement with their community, MRI-Simmons 2025, NPR Profile Audience Insights



WE BELIEVE IN THE POWER OF RADIO ADVERTISING … KUOW STANDS OUT BECAUSE IT REACHES MORE BROADCAST LISTENERS THAN ANY OTHER STATION WE PARTNER WITH. WE ALSO APPRECIATE THE OPPORTUNITY TO TARGET POPULAR PODCASTS THROUGH KUOW'S PARTNERSHIP.

— Symone Sanz, Integrated Marketing Manager, Seattle Art Museum

The audio *lift* — attention that drives action

Audio remains one of the most powerful, and often underestimated, mediums for reaching and engaging with audiences. The brain responds to audio differently and bypasses visual clutter, improving recall, fostering deeper emotional connection, and strengthening trust through authenticity.

Listeners pay attention.

Metrics matter, but ease of measurement does not always equal value. While audio may not offer the same real-time or on-demand measurement as some media platforms, research consistently shows its undeniable impact.

50%
more return on advertising investment when broadcast radio is added to a multi-platform campaign

86%
recalled podcast business supporter messages

81%
recalled radio business supporter messages

55%
are more likely to click a social media ad after hearing the brand on the radio

Audacy's 2022 Spring State of Audio report (January 26, 2023); GITNUX compilation of verified radio effectiveness statistics, 2026; Critical Mass Insights survey, March 25–27, 2025 (1,000 U.S. consumers aged 18–64); National Public Media's The Audio Advantage, April 2026.

Amplify your *brand* across KUOW platforms

KUOW offers multiple platforms for an evolving audience, delivering content across modern listening and engagement channels.

BROADCAST RADIO	**360,338**	average weekly cumulative listeners
LIVE STREAMING	**1.3M+**	average monthly sessions
PODCASTS	**809,061**	average monthly downloads
WEBSITE	**1,632,836**	average monthly pageviews
NEWSLETTERS	**93,375**	subscribers
LIVE EVENTS	**13**	KUOW events

KUOW GIVES US AN OPPORTUNITY TO REACH AN ENGAGED AUDIENCE THROUGH A LOCALLY RESPECTED VOICE. THEY REFLECT OUR SHARED VALUES THAT GUIDE OUR WORK AT HOPELINK: EARNING TRUST, ACTING IN SERVICE TO OTHERS, AND VALUING DIVERSE PERSPECTIVES.

— Angie Lyons, Marketing Manager, Hopelink









Nielsen May '25–April '26, P18+, M–Su 5a–12m; Triton May '25–April '26; Google Analytics May '25–April '26; KUOW internal records 2026

KUOW audio platforms

Connecting you with KUOW's largest, most loyal, and engaged audience — listeners.

Broadcast radio, live streaming, and podcasts are KUOW's most powerful platforms, delivering you the broadest reach and highest frequency so you can connect with listeners wherever they are and however they listen. Each platform offers unique, concise messaging, and we collaborate with you to craft effective scripts that resonate with public media audiences.

Broadcast	On-air messages; 10- and 20-second spots; professional production + copy support	**360,338** weekly listeners
Live Streaming	15-second audio pre-roll messages	**1.3M+** monthly sessions
Podcasts	15-second audio pre-roll and mid-roll messages	**809,061** monthly downloads

WE ARE FREQUENTLY CONTACTED BY CLIENTS OR RECEIVE REFERRALS FROM PEOPLE WHO HAVE HEARD OUR SPOTS ON KUOW. IT'S ALWAYS GRATIFYING WHEN SOMEONE SAYS, "I HEAR YOU ON THE RADIO ALL THE TIME." PEOPLE LOVE IT.

— Hans P. Juhl, Attorney, Ryan Swanson Law

NATIONAL PROGRAMS & PODCASTS















THERE WERE QUITE A FEW PEOPLE THAT CAME UP SAYING THEY HAD PERSONALLY BEEN AT THE *YEAR IN REVIEW* SHOW AND WERE SO GLAD THAT WE WERE A SUPPORTER OF KUOW.

— Nik Paladino, Co-owner, Phinney Ridge Painting, KUOW Event Sponsor

More ways to be *seen* and remembered

Align your brand with award-winning news and in-person events.

You can expand and strengthen your messaging beyond audio with visibility. Local audiences turn to KUOW throughout their day: listening during their commute, then later catching up on kuow.org or reading one of KUOW's curated newsletters.





1.6M+

average monthly kuow.org pageviews — pageviews grew

70% year over year.

KUOW.ORG	Rotating display banners; 300×250, 728×90
NEWSLETTERS	Daily, weekly, and/or monthly sends; 500×200 banner ad
LIVE EVENTS	Annual sponsorship

Building your *multichannel* campaigns

KUOW is more than a radio station. It delivers award-winning local news and engaging content across multiple platforms.

We partner with you to design multichannel campaigns built around your goals and budget. From crafting your message to placing it where it matters most, your dedicated account manager helps you reach the KUOW audience with real impact.



START HERE

Broadcast Radio

the trusted foundation

- *Live Streaming*
- *Podcasts*
- *Website*
- *Newsletters*
- *Live Events*
- *Custom Messaging*



= a campaign built around you

WORKING WITH KUOW HAS BEEN SO EASY. I REALLY APPRECIATE HOW ORGANIZED AND SUPPORTIVE THEY ARE, NOT JUST DURING CAMPAIGNS BUT IN BETWEEN CAMPAIGNS AS WELL. IT MAKES EVERYTHING FEEL SEAMLESS.

— Robyn Nielsen, Director of Marketing, Sound Restaurant Family

In their own *words*, KUOW's community of Business Supporters

Hundreds of local and national businesses and organizations utilize KUOW to amplify their messages to make connections that count.

We appreciate the opportunity to connect with our key audiences through the trusted platform of public radio.

— Megan Nelson, External Relations Director, Seattle Humane Society

KUOW has helped our independent cinema spread the word throughout the Puget Sound ... and brought in audience members whom we typically wouldn't reach, but that's the power of radio.

— Joris Debeij, Marketing Manager, Pickford Film Center

KUOW has helped us with general awareness and maintaining a competitive edge with other bookstores in our market.

— Spencer Ruchti, Author Events Manager, Third Place Books

We've built our brand around integrity ... Working with KUOW has been a great fit for Bedrooms & More because they hold themselves to that same standard.

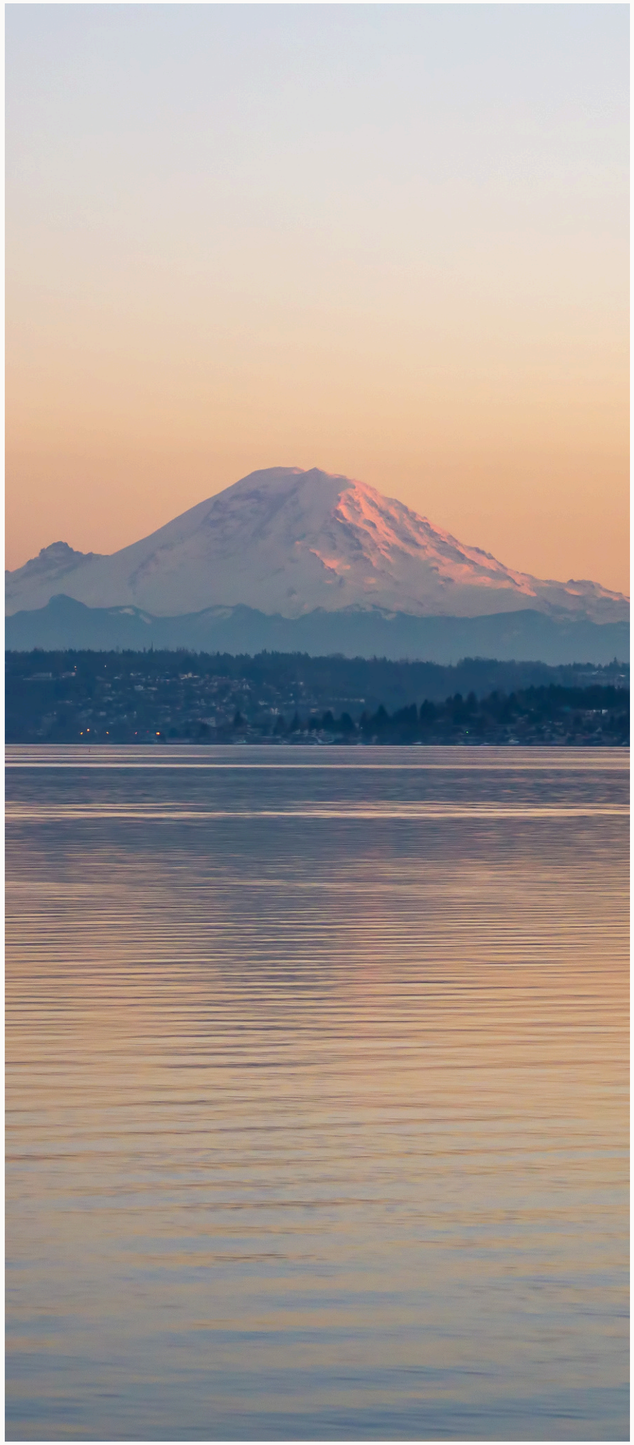
— Blake Garfield, Bedrooms & More

During the campaign window, Wolf Haven acquired approximately 30 first-time online donors ... The broadcast and podcast stream buy together brought in meaningful new support.

— Evan Skytte, Development Director, Wolf Haven International

The KUOW team is so informative and organized. They are so proactive that we have barely needed to ask a single question along the way.

— Tim Rhodes, Principal, Rhodes Architecture



KUOW .ORG 94.9 | npr Network

Trust transfers.
Attention lasts.
Start with KUOW.

Contact us to discuss your marketing goals.

business@kuow.org 206.685.5869



PARTNERING WITH KUOW HAS THE POWER OF ESTABLISHING AN ORGANIZATION WITHIN OUR ECOSYSTEM AND CONVEYS A MEANINGFUL MESSAGE OF INVESTING IN OUR COMMUNITY.

— Symone Sanz, Integrated Marketing Manager, Seattle Art Museum