



**PBS, NPR and Local Perspective
for Western Mass.**



Connecting You To:

A weekly audience of over

530,000 

influencers, thinkers and community leaders.

the
fabulous

413

Your Community:

Hampden, Hampshire, Franklin, Berkshire, and Worcester counties, and Northern Connecticut.



Trusted local and national journalism, exceptional shows from NPR and PBS, unmatched children's educational programming, locally produced music and live entertainment.

On Every Screen And Every Speaker!



- Television
- Radio
- Digital
- Virtual & live events
- Education & outreach
- Community engagement



Why NEPM?

NEPM is a member-driven, community-supported, independent non-profit organization with a deep commitment to independent local journalism, trusted educational content, inspired cultural offerings, and civic engagement. We provide audiences with a broad variety of trusted local and national programs to shine a light on new voices and encourage engaging conversations.

With four digital TV channels, two radio networks and a robust digital presence, NEPM delivers top quality PBS, NPR and local content, educational programming and music to a vibrant group of listeners and viewers.



Build Brand Awareness

Credibility

Align your company with PBS and NPR, two of the most trusted brands in America.

Brand Awareness

Strengthen your position in the community among professionals and business leaders.

Audience

Position your brand to reach families and key decision-makers at home or in the workplace.

No Media Clutter

Get your company's message in front of a prime target audience with limited competition.

Reach

Utilize cross-platform strategies to meet potential customers where they are.

NOW

on NEPM Radio



88.5
nepm

NPR and Local Perspective for Western Mass.

88.5 NEPM is now airing news and talk programming throughout the day. The new line-up will include popular NPR shows like 1A, Here & Now, and On Point to the line up, alongside drive time essentials like Morning Edition and All Things Considered, and weekend favorites like Wait, Wait...Don't Tell Me!, Hidden Brain and The New Yorker Radio Hour.




classical
nepm

Classical Music for Western Mass.

Classical music has moved to the stations that formerly carried the NEPM News Network*. By continuing the legacy of providing classical music to the region with the creation of Classical NEPM, we will be tripling the classical footprint presented on the radio, by streaming via smart speaker, and on the new Classical NEPM app.

*Hampden County 91.9 FM, Hampshire County 89.3 FM, Franklin County 91.7 FM, Southern Berkshire County 89.5 FM, Northern Berkshire County 89.9 FM and WFCR 88.5 HD-2



Stay in the loop with 88.5 NEPM, now the western Mass. home for NPR, The Fabulous 413, local journalism, and great jazz. Listen in for important conversations and interesting stories about where we live and beyond.



Classical NEPM is a new service that triples the amount of music presented by NEPM in western Mass. You'll find John Nowacki here every weekday from 9 a.m. to 1 p.m. with his vibrant mix of music from every era, along with programs from the Boston Symphony Orchestra, the Metropolitan Opera, and much, much more.

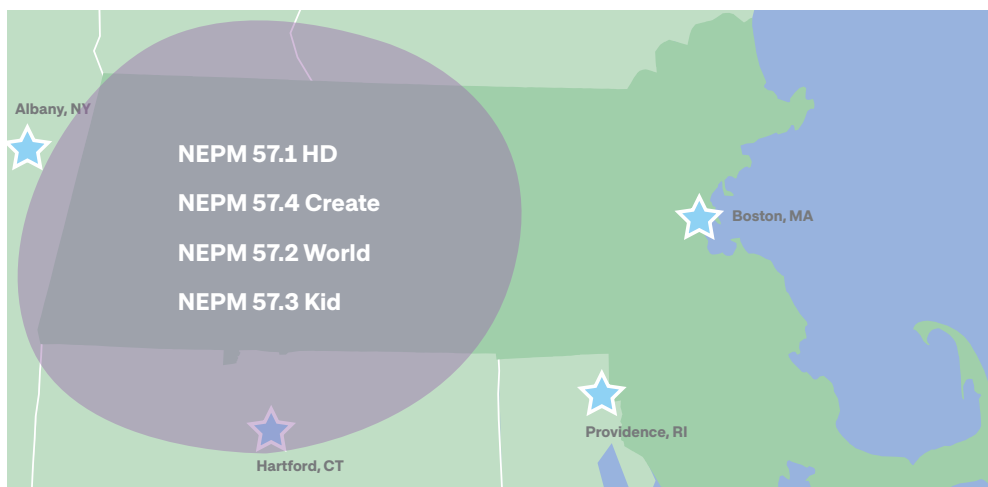
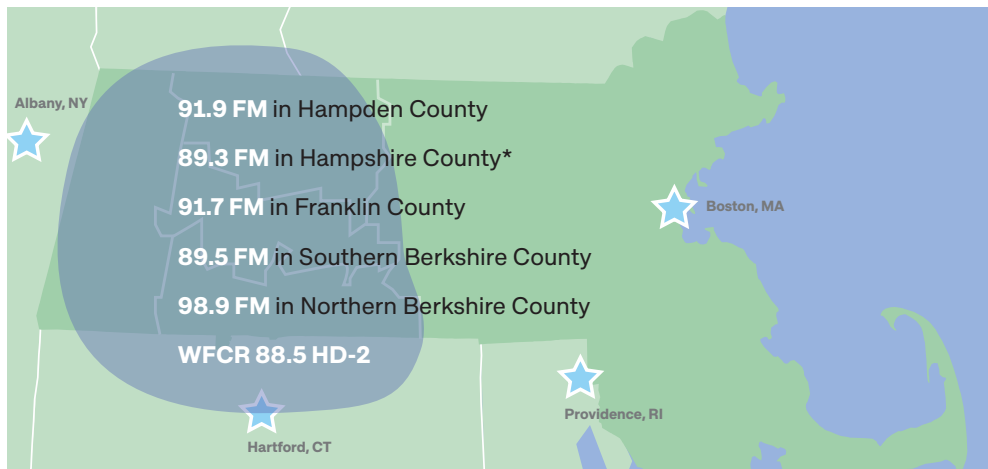
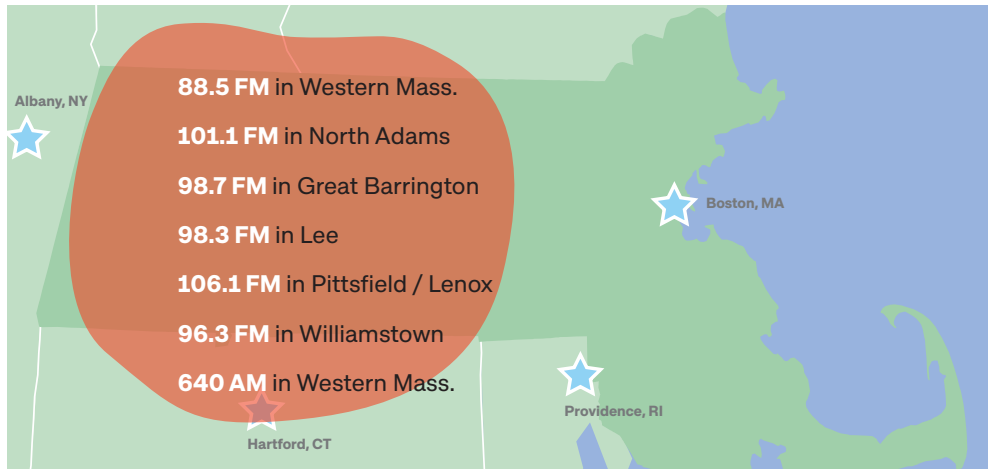


NEPM TV – airing high quality PBS programs to audiences across Western Mass., such as Nature, NOVA, Masterpiece, PBS NewsHour, Antiques Roadshow and Ken Burns documentaries, plus lifestyle programs such as This Old House, Lidia's Kitchen, Simply Ming, America's Test Kitchen and Christopher Kimball's Milk Street Television and award-winning Kids programs.



NEPM Digital – from podcasts to e-newsletters reaching over 36,000 people each week, NEPM is in our audience's inboxes and podcast feeds. NEPM's two mobile apps deliver our multi-platform programs to our audiences wherever they are: watch live TV, radio, podcasts and more on the NEPM App and classical music on Classical NEPM App.

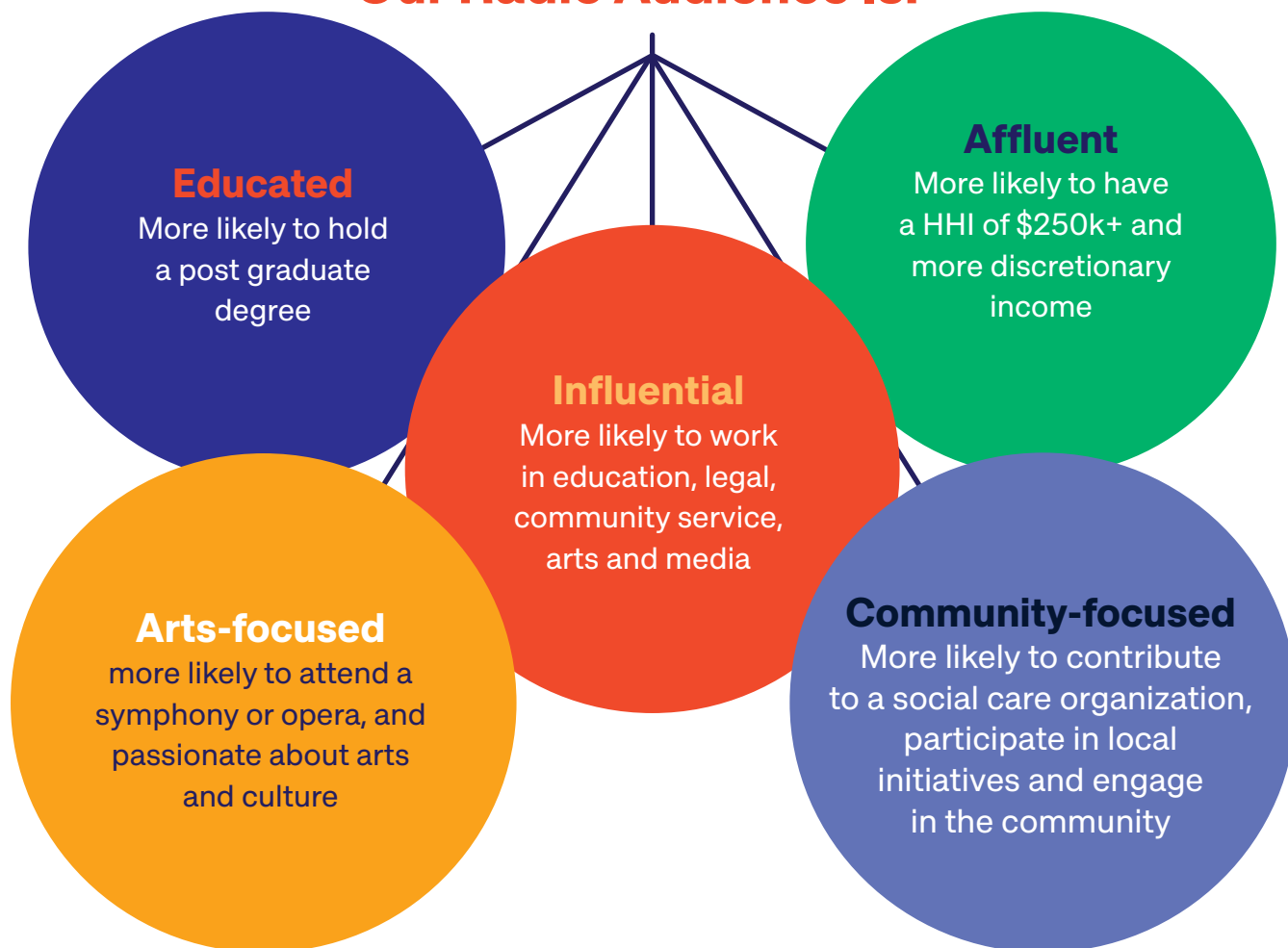
NEPM Reach



NEPM Radio



Our Radio Audience Is:



NEPM Radio

Total on-air listeners is
OVER 110,000

NPR listeners are 77% more likely than the average American to stream the radio online.

236,300 people stream NEPM every month from their laptop, mobile device and smart speakers.

88.5 NEPM is the #1 News Station with Western Mass. with all audiences in:

- Morning and Afternoon Drive
- with lifestyle programs on the weekend
- and all week long

The Nielsen Company, Springfield MA, Sep22 to Jul 23, M-F 5a-9a+4p-6p, SaSu 10a-7p, M-Su 6a-12m, Weekly Cume Persons, A12+, A25+ and A3564

the
fabulous

413




88.5
nepm



88.5 FM in Western Mass.

101.1 FM in North Adams

98.7 FM in Great Barrington

98.3 FM in Lee

106.1 FM in Pittsfield / Lenox

96.3 FM in Williamstown

640 AM in Western Mass.

Streaming on smart speakers, on the NEPM app, and at nepm.org.




classical
nepm



91.9 FM in Hampden County

89.3 FM in Hampshire County*

91.7 FM in Franklin County

89.5 FM in Southern Berkshire County

98.9 FM in Northern Berkshire County

WFCR 88.5 HD-2

Streaming on smart speakers, on the Classical NEPM app and at classicalnepm.org.

*When Amherst College student programming is not on the air.

NEPM TV

Partner With Award-Winning Local And National Content

Include NEPM Television in your media mix with high quality, award-winning PBS programming every week. Choose from news, nature, science, arts, culture, drama and children's shows to attract a wide, notable audience of viewers.



Airing Saturdays at 7p from January through June, and produced at the studios of Westfield State University, As Schools Match Wits delivers

all the fun of the classic high school quiz-show and introduces a new generation of high-school students to one of the few public competitions of its kind.



NEPM TV

PBS for Western Mass.

OVER 395,000

Monthly TV Viewers

NEPM 57.1 HD

222,000 viewers/month



NEPM 57.4 Create

97,000 viewers/month



NEPM 57.2 World

48,000 viewers/month



NEPM 57.3 Kids

18,000 viewers/month



74%

of Americans say PBS is
the most trusted institution.



Source: From January 5-16, 2023, Marketing & Research Resources conducted an online survey of 1,022 adults ages 18+. The sample was weighted to be nationally representative of the U.S. population.



OPINION LEADERS WATCH PBS



PBS news and public affairs programming continues to be a trusted source for news and information that opinion leaders turn to on a regular basis. In fact, **5 of the top 10 most "credible"** & **4 of the top 10 most "objective"** television sources watched by opinion leaders were pbs programs.

Source: erdos & morgan opinion leaders study, 2015

PBS VIEWERS TAKE ACTION AFTER WATCHING PBS PROGRAMMING



36%

research more on the company, product or service⁵



24%

told a friend about company or product seen on PBS⁵



18%

bought the product or service⁵



PBS KIDS is committed to making a positive impact on the lives of children through curriculum-based entertainment with positive role models and content designed to nurture a child's total well-being.

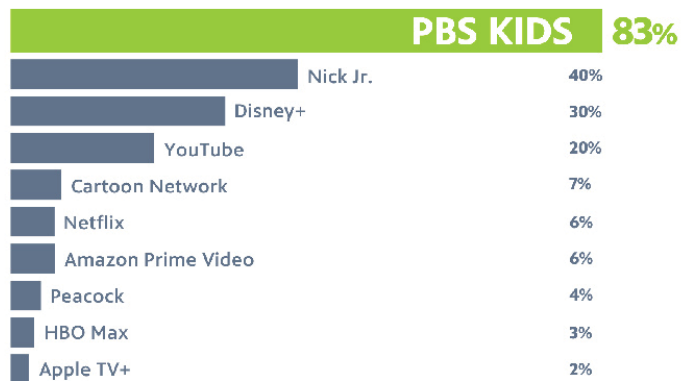


PBS KIDS averages 15.4 million monthly users and over 371 million monthly streams across PBS digital platforms.

(Source: Google Analytics, Cross Platform Users and Streams, Oct 2021 - Sep 2022, includes pbskids.org, video app on OTT and Mobile, and games app.)



PBS KIDS named Most educational media brand.



Graph indicates "most educational" and "second most educational."

Source: From January 5-16, 2023, Marketing & Research Resources conducted an online survey of 1,022 adults ages 18+. The sample was weighted to be nationally representative of the U.S. population.

PBS stations reach more Hispanic, Asian American, and American Indian children ages 2-8 than any of the children's TV networks in one year.

(Source: Nielsen NPOWER, 9/20/21 - 9/18/22, L+7 M-Su 6A-6A TP reach, K2-8, 50% unification, 1+ min., K2-8 Hispanic, Asian/Pacific Islander, American Indian/Alaska Native, All PBS Stations, children's cable TV networks.)



NEPM Digital

Engage Audiences With Strategic, Multi-Platform Placements

Complement your radio and television sponsorship packages to reach even more audiences online, at home and on the go.

Achieve multiple marketing objectives by including NEPM digital ad placements in your marketing mix.



Streaming pre-roll messaging

236,300 users stream NEPM content from their smart speakers, and digital devices every month, providing another opportunity to touch an audience of tech savvy media consumers. Your pre-roll message plays each time a listener asks their smart speaker to play NEPM.

Digital ads

NEPM.org is a destination for streaming news and music, binging favorites from PBS, connecting with local and regional news, virtual events and unique digital content. With over 130,000 page views each month, your digital promotions will be impressive. Choose from a variety of ad sizes, and link directly to your website content.

Your
product or
service

Proudly
based in
this region

Learn
More!



NEPM e-newsletters

Reach NEPM's most dedicated supporters in their inboxes with digital campaigns in one of three weekly emails reaching over 36,000 people across western New England.

NEPM Podcasts

Locally produced podcasts include Valley Voices, Beacon Hill in 5, The Fabulous 413 and Jazz Beat.

Account Executive

New England Public Media
44 Hampden Street
Springfield, MA 01103
Phone: 413-781-2801
Email: sponsorship@nepm.org