PBS, NPR and Local Perspective for Western Mass.
Connecting You To:

A weekly audience of over

530,000 influencers, thinkers and community leaders.

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 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 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.

epm.org
NEPM Reach

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.

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

NEPM 57.1 HD
NEPM 57.4 Create
NEPM 57.2 World
NEPM 57.3 Kid
NEPM Radio

The Power of NPR

Our Radio Audience Is:

**Educated**
More likely to hold a post graduate degree

**Influential**
More likely to work in education, legal, community service, arts and media

**Arts-focused**
More likely to attend a symphony or opera, and passionate about arts and culture

**Community-focused**
More likely to contribute to a social care organization, participate in local initiatives and engage in the community

**Affluent**
More likely to have a HHI of $250k+ and more discretionary income
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

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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.
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.
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 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 named Most educational media brand.

<table>
<thead>
<tr>
<th>Media</th>
<th>PBS KIDS</th>
<th>Nick Jr.</th>
<th>Disney+</th>
<th>YouTube</th>
<th>Cartoon Network</th>
<th>Netflix</th>
<th>Amazon Prime Video</th>
<th>Peacock</th>
<th>HBO Max</th>
<th>Apple TV+</th>
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<td>Percentage</td>
<td>83%</td>
<td>40%</td>
<td>30%</td>
<td>20%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>4%</td>
<td>3%</td>
<td>2%</td>
</tr>
</tbody>
</table>

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 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 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. 1+ M-Su 6A-6A (1P-8P), 12-8, 50% unification. 1+ min., 12-8 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.

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

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