

With Blue Ridge Public Radio,
WE ARE ALL CONNECTED.



**BLUE RIDGE
PUBLIC RADIO**

NEWS ■ CLASSIC

npr FOR WESTERN NORTH CAROLINA



With Blue Ridge Public Radio,
**WNC's MOST-COVETED
DEMOGRAPHICS ARE CONNECTED.**



172%

More likely to have an individual income of over \$250k.



\$94,300

median household income.



70%

have at least a bachelor's degree and they're 3x more likely to be grad school grads.



BPR (Blue Ridge Public Radio) is home to two vibrant public radio stations: BPR News and BPR Classic. BPR News offers national and world news from NPR and BBC; local news and perspectives from Western North Carolina, and distinctly different evening and weekend programming options. In contrast, BPR Classic provides a mix of classical music, NPR news content, and compelling entertainment comprising a well-rounded public radio experience. Connecting our broad audience to your business, BPR News and BPR Classic turn loyal listeners into your potential customers.

*Source: GfK MRI Doublebase 2016. Base: Total U.S. Adults
Local photography by Reggie Tidwell at CurveTheory.com*

By connecting our loyal listeners with local culture,
WE CONNECT THEM TO YOU.



53%

of our audience members
choose us first, or listen
to BPR exclusively.

#1

station in Asheville
Metro with
listeners ages 18+.



112,300

audience members tune in weekly.



52%

are 25–54 years old, with
55% female, 45% male.

Western North Carolina businesses benefit by using BPR to deliver their messages daily. No other advertising medium compares to the size of the audience harnessed by BPR, continually meeting your desired demographic where they are. Moreover, our audience is larger than ever and continues to grow. Our distinctive approach and riveting content mean listeners don't tune away, advancing your business by maintaining a captive audience to receive your valuable messages.

CONNECTING WITH AUDIENCES WHEREVER THEY ARE.

As the media landscape expands, so do BPR's connection solutions.

Streaming on smart speaker or desktop



Tablet & mobile app



Broadcast announcements



Streaming Pre-rolls,
Digital Display Ads,
Member Newsletters



BPR increases opportunities for your business by placing your messages before the right minds and ears. With BPR.org, (our streaming service, mobile app, and member/sponsor newsletters), your business can connect beyond traditional advertising approaches to keep pace with the ever-changing media landscape. Additionally, we offer custom schedules to meet your budget.

YOUR CUSTOMERS DO MORE THAN JUST LISTEN HERE.

They buy. And become brand loyal to you.



65%

of NPR listeners prefer
to purchase products and
services from public radio
supporters.



79%

of listeners have taken
a direct action as a result
of listening to NPR.



70%

of NPR listeners have a
positive opinion of a company
that supports public radio.

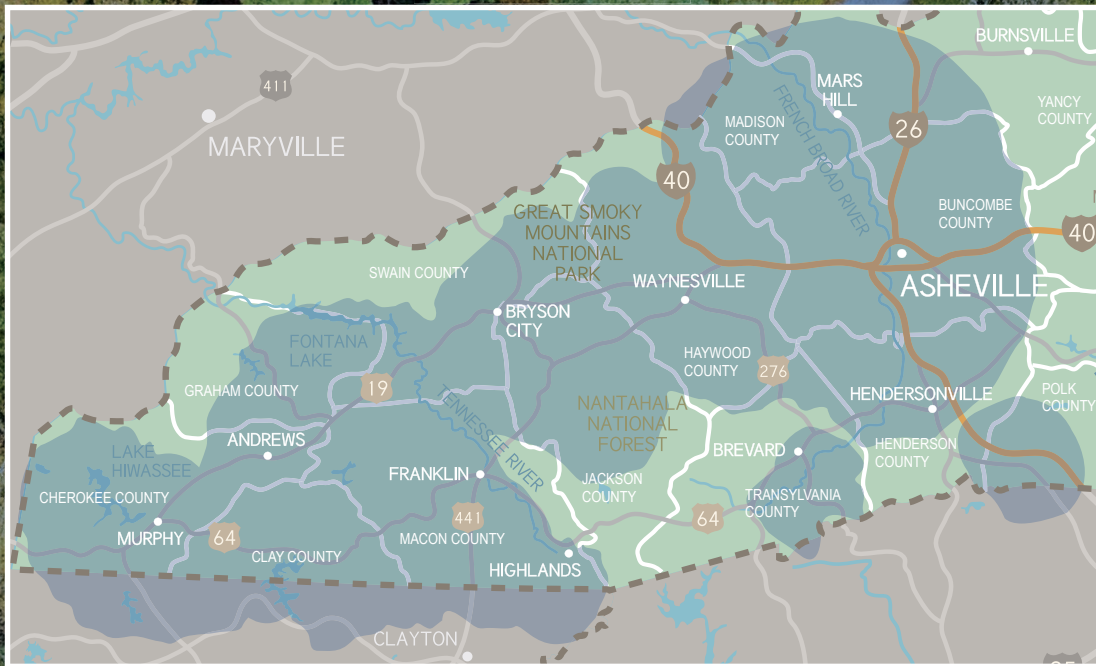
Source: Lightspeed Research, NPR Sponsorship Studies 2018-2021

BPR'S REACH IS HERE:

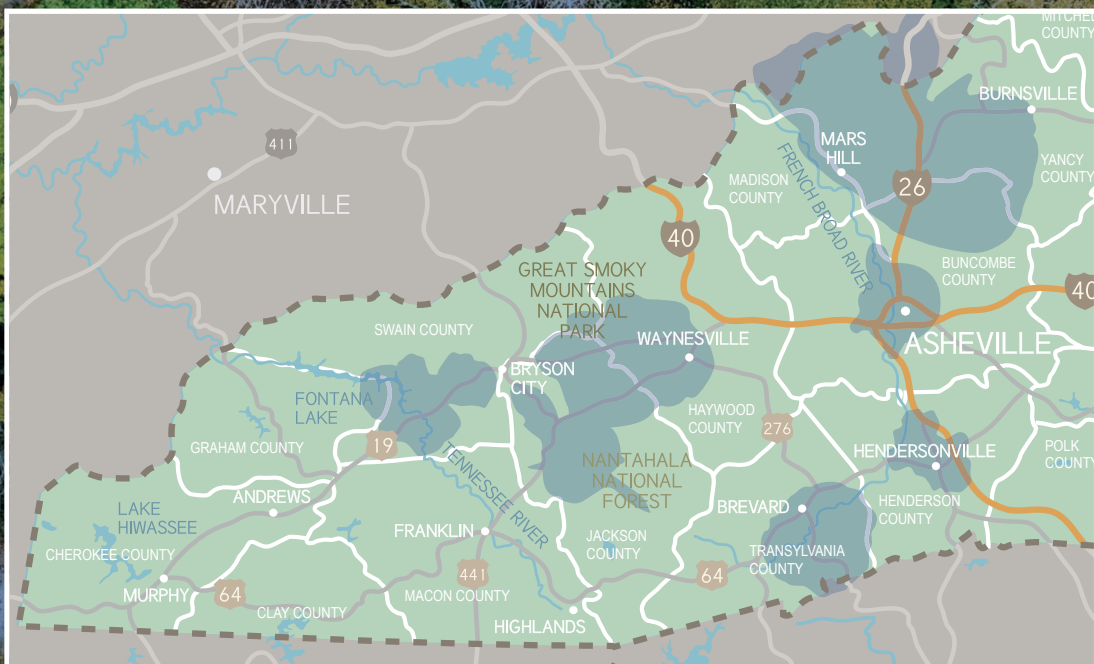
Across Western North Carolina, these are the areas
your messages will make a big impact.



NEWS



CLASSIC




YOUR NEWS, ENTERTAINMENT AND WORLD ARE HERE.

On both stations, we broadcast the iconic NPR programs loved by so many, such as Morning Edition, All Things Considered, Fresh Air, and Wait, Wait, Don't Tell Me!.

Offering poignant stories that impact our region, news characterized by depth and integrity, and world-class music and entertainment, BPR is committed to serving Western North Carolina through NPR's distinctive content and style.



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 FOR WESTERN NORTH CAROLINA

Enhance your business with Blue Ridge Public Radio today by contacting:
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