NEVADA PUBLIC RADIO®

MEDIA KIT

NPR for Las Vegas and beyond



npr + NEVADA PUBLIC RADIO®

NEWS 88.9 knpr | CLASSICAL 89.7 KCNV | desert COMPANION



NEVADA PUBLIC RADIO IS

Independent. Trusted. Vital.

Nevada Public Radio delivers a vital mix of independent journalism, thoughtful storytelling, and diverse cultural programming, as well as music, arts, and community events. Nevada Public Radio bonds this region through a profound desire to better understand the news events that shape our world.

For more than 40 years, Nevada Public Radio has been a pillar of trust, providing our community with reliable and unbiased local, national, and international news. It helps shape public discourse and ensures there is a vital voice for unbiased journalism. Above all, Nevada Public Radio is unwavering in its commitment to the principle that information is a public good, essential for democracy, and should be freely accessible to all community members.

Nevada Public Radio is a nonprofit news organization that relies on the support of listeners and thought-leading corporate sponsors. Our business partners play a critical role in ensuring the sustainability and viability of our mission to inform, entertain, and engage our audience. We deliver trusted journalism from NPR, BBC, Mountain West News Bureau, and a dedicated team of local journalists and storytellers.

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NEVADA PUBLIC RADIO IS

A Community Connection For Your Business.

Leaders and lifelong learners rely on Nevada Public Radio to deliver independent, mission-driven journalism with programs from NPR, the BBC, and other broadcast partners, along with context and understanding through locally-produced media such as KNPR's State of Nevada and Desert Companion magazine. Nevada Public Radio is the trusted source of news, information, and analysis—as well as classical music—for hundreds of thousands of Nevadans. Corporate support of Nevada Public Radio aligns your brand with the trusted integrity and the social responsibility public media provides.

87%

OF LISTENERS HAVE TAKEN ACTION BASED ON AN NPR SPONSORSHIP ANNOUNCEMENT.*



Nevada Public Radio is a social hub for news, storytelling, music, and cultural content. Our engaged audience views underwriters as trusted partners and responds in kind by utilizing their products and services. Our educated, affluent, and information-seeking audience is engaged in fact-based, trusted journalism and storytelling that examines diverse perspectives. NPR is the #1 brand consumers agree they can depend on. *

*Kantar, NPR State of Sponsorship Survey, March 2022

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NEVADA PUBLIC RADIO IS

Modern Media with Timeless Appeal.

Nevada Public Radio engages audiences anywhere through a robust suite of distribution channels, including traditional radio, streaming via knpr.org, smart speakers, mobile devices, and the NPR App. Our programming includes news, analysis, and cultural information backed by trusted journalism from NPR, BBC, Mountain West News Bureau, myriad broadcast partners, and a team of local journalists and storytellers who bring you the stories that matter most to our community. Additionally, Desert Companion magazine provides comprehensive coverage that delves deeper into the stories and people who make Nevada home.



KNPR
A 24-hour broadcast news service featuring programming from NPR, BBC, Mountain West News Bureau, and KNPR's local newsroom



KNPR.ORG
Streaming KNPR and KCNV, plus the latest news headlines from NPR, KNPR, Desert Companion magazine, and our partners



KCNV
Features 24-hour classical music programming and special interest presentations



DESERT COMPANION
A city-regional magazine that illuminates the people, places, and issues that make up our community



NEWSLETTERS
A suite of curated weekly newsletters delivers a wide variety of news, information, and cultural content from Nevada Public Radio



SPECIAL EVENTS
Nevada Public Radio hosts a variety of events which engage an enlighted community. Sponsorship opportunities are available

SOCIAL MEDIA
An active social media team engages a passionate audience with news headlines, cultural happenings and partner collaborations

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Demographics & Reach

NEWS 88.9 KNPR

72,000
WEEKLY RADIO LISTENERS

3 hours
AVERAGE WEEKLY TIME SPENT LISTENING

CLASSICAL 89.7 KCNV

35,000
WEEKLY RADIO LISTENERS

2.75 hours
AVERAGE WEEKLY TIME SPENT LISTENING

DIGITAL STREAMING: KNPR

7,900
WEEKLY STREAMING LISTENERS

65 minutes
AVERAGE DAILY TIME SPENT LISTENING ON A DIGITAL DEVICE

DIGITAL STREAMING: CLASSICAL

1,000
WEEKLY STREAMING LISTENERS

2.38 hours
AVERAGE WEEKLY TIME SPENT LISTENING ON A DIGITAL DEVICE

41% More likely to hold a college degree

82% More likely than the average Las Vegas household to have an income of over $100,000

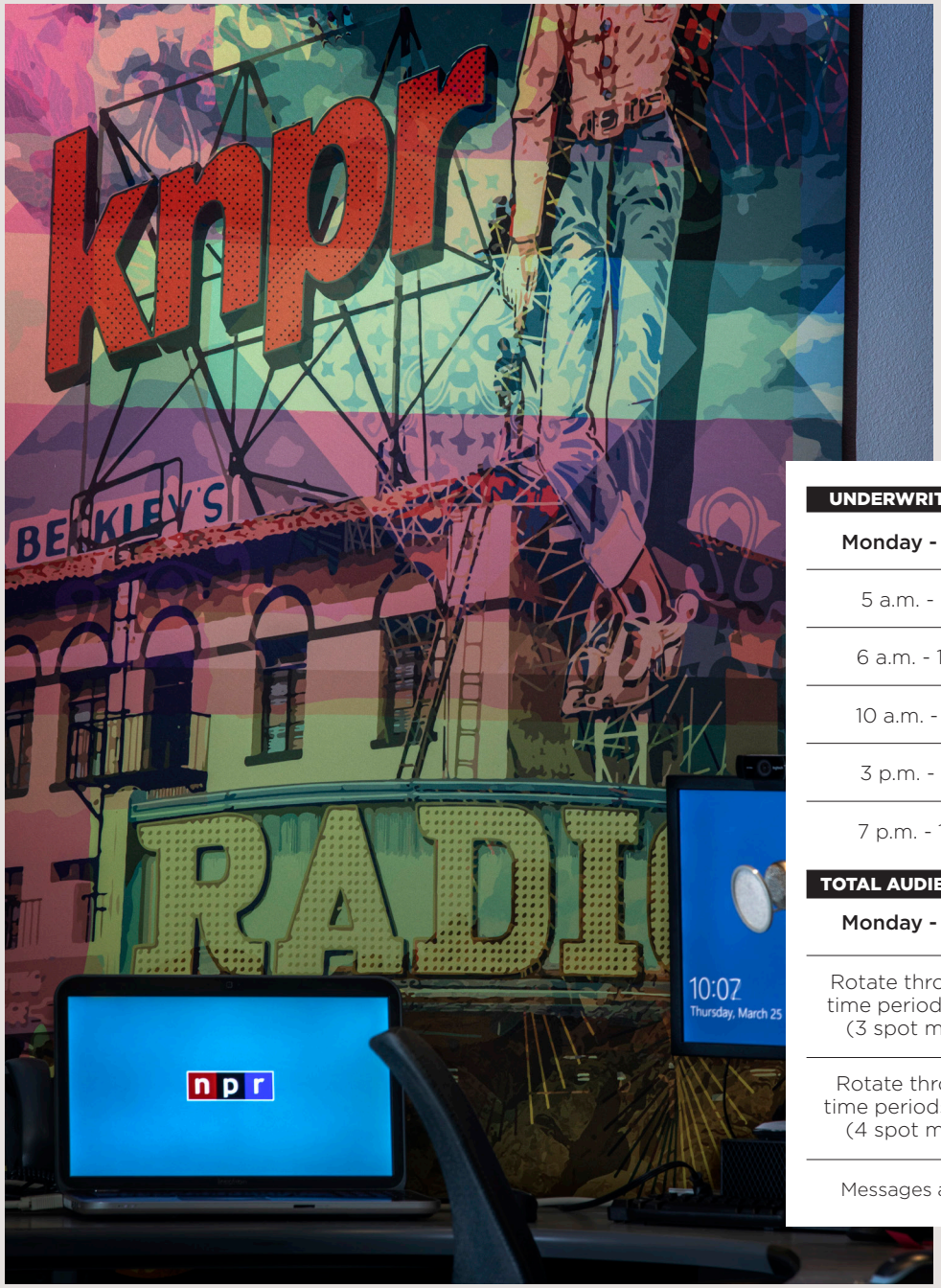
69% Of our listeners are homeowners

60% More likely to be employed in management or professional services

Las Vegas; Scarborough R1 2025 (B):
Mar24-Apr25; A18+: KNPR Metro; P6+
RRC Nielsen Audio (B):
Oct24-Sept25; KNPR Metro; P6+
Digital Listening Source:
NPR Analytics, Dec24–Nov25

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Broadcast Rates

UNDERWRITING RATES FOR KNPR & KCNV

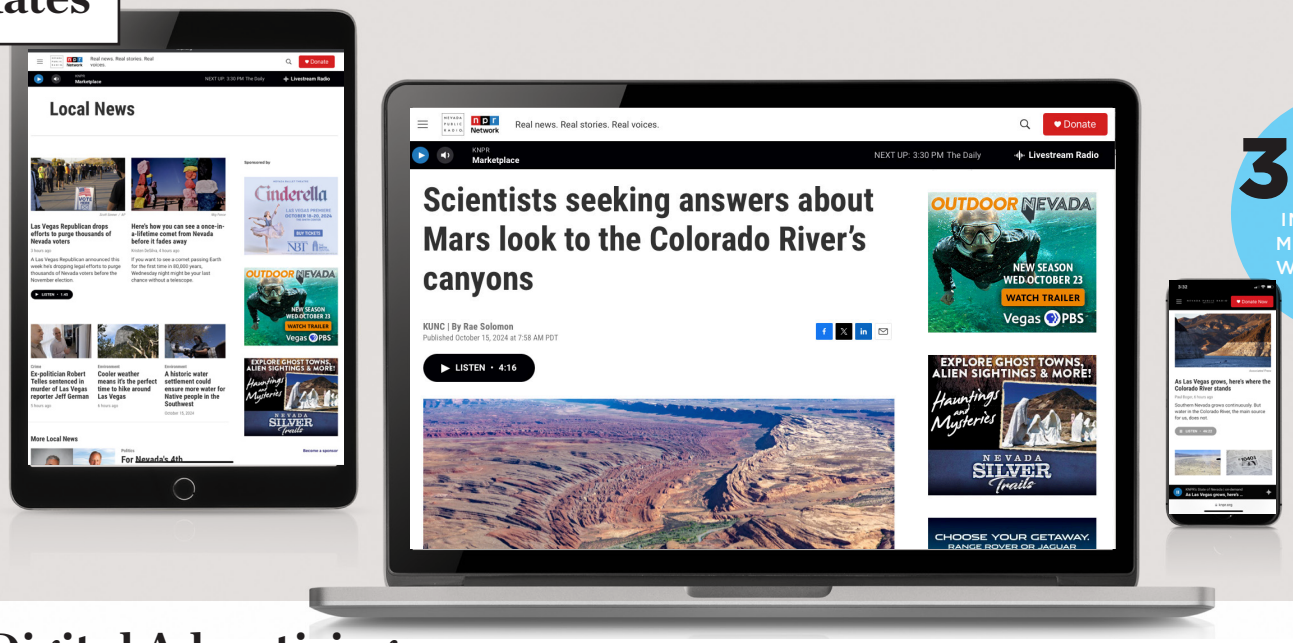
Monday - Sunday	Daypart	KNPR Mon-Fri	KNPR Sat-Sun	KCNV Mon-Sun
5 a.m. - 6 a.m.	Morning	$35	$20	$10
6 a.m. - 10 a.m.	Morning Drive	$100	$50	$35
10 a.m. - 3 p.m.	Midday	$90	$45	$30
3 p.m. - 7 p.m.	Afternoon Drive	$95	$40	$25
7 p.m. - 12 a.m.	Evening	$30	$20	$15

TOTAL AUDIENCE PLAN

Monday - Sunday	Daypart	KNPR	KCNV	Combo
Rotate through three time periods (5a - 7p) (3 spot minimum)	Morning through Afternoon Drive	$85/spot	$25/spot	$105/2 spots
Rotate through four time periods (5a - 12a) (4 spot minimum)	Morning through Evening	$75/spot	$20/spot	$90/2 spots

Messages are :15 seconds in length

Digital Rates



360K
IMPRESSIONS MONTHLY FOR WEB TILE ADS

32K+
NEWSLETTER SUBSCRIBERS

Digital Advertising

WEB ADVERTISING	POSITION / TYPE	RUN DATES	SIZE/DURATION	WEEKLY NET INVESTMENT
KNPR.org and **Desert Companion.com**	**Billboard Banner** (top banner ad on site, static, exclusive)	One Week	970x250 and 320x100	$1,000
	Web Tile (Run of Site - ROS)	One Week	300x250	$500
NEWSLETTERS				
KNPR / NPR newsletter	**Leaderboard Banner** (static) **Banner** (static)	One Week (Wednesday)	1500x500	$1,000 $750
Desert Companion newsletter	**Leaderboard Banner** (static) **Banner** (static)	One Week (Thursday)	1500x500	$1,000 $750
NVPR AUDIO PLAYER				
Smart Speakers and knpr.org	**Audio Pre-roll** (exclusive, client recorded) **Static Banner ad with URL**	One Week (Mon-Sun)	15 seconds 300x250	$1,000

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DESERT COMPANION MAGAZINE IS

Culture. Community. Conversation.

Nearly 98,000 readers can't get enough of this quarterly collection of curiosity, wonder, enthusiasm, cynicism and weird defensiveness that is Southern Nevada's premier city-regional magazine. Desert Companion celebrates the valley's vibrant arts, culture and dining scenes, along with serious narrative journalism and thoughtful perspective.

OUR READERS

35% More likely to hold a college degree

71% More likely than average Las Vegas household to have a household income of over $100,000

72% Of our readers are homeowners

60% More likely to be employed in management or professional services

25,000 CIRCULATION PER ISSUE

98,402 READERSHIP PER ISSUE (NEARLY 4X TOUCH)



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Editorial Calendar







56%
of readers keep their Desert Companion for a month or more

ISSUE	EDITORIAL FOCUS	SPECIAL OPPORTUNITIES	SPACE	MATERIALS
SPRING	The Love Issue	**Education Now** **Home & Garden**	January 8, 2027	January 13, 2027
SUMMER	The Photo Issue	**Discover Henderson** **Travel**	April 1, 2027	April 9, 2027
FALL	Healthcare	**Top Doctors** **Medical Profiles**	July 1, 2027	July 9, 2027
WINTER	Food and Drink	**Giving Guide**	October 1, 2027	October 8, 2027

Print Rates

67% of Desert Companion readers have an annual household income above

$100,000

Desert Companion Magazine (all rates net)

COVER POSITIONS	1X	2X	4X
Inside Front	$5,125	$4,650	$4,250
Inside Back	$4,650	$4,250	$ 3,850
Outside Back	$5,650	$5,150	$ 4,675

RUN OF BOOK	1X	2X	4X
Spread	$6,085	$5,550	$5,025
Premium/Guaranteed	$3,950	$3,575	$3,250
Full	$3,200	$2,905	$2,640
2/3	$2,350	$2,150	$1,950
1/2 (V or H)	$1,775	$1,600	$1,475
1/3 (V or H)	$1,295	$1,175	$1,075

MARKETPLACE	
1 UNIT: $350	4 UNIT: $1,400
2 UNIT : $700	6 UNIT: $2,100
3 UNIT: $1,050	9 UNIT: $3,150

You supply the copy and photos and we will provide the style and design. Logo placement available with purchase of 4+ units. A full page consists of 9 units.



51%

of Desert Companion readers frequently purchase products or services from ads they see in the magazine

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Print Specifications



ACCEPTED FILE FORMAT

Press-ready, high-resolution Adobe Acrobat PDF only

- All images must be converted to CMYK prior to pdf creation. Publisher is not responsible for color shifts due to press conversion.
- DO NOT include any printer marks including crop, bleed, registration, or other non-printing marks.
- Questions regarding files, contact graphics@knpr.org

Desert Companion Magazine



Contact Us

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Focus on Nevada Photo Contest
This image of the Low hanging clouds in Calico Basin near Red Rock Canyon was captured by Zalman Wainhous after a winter rain. This photo was featured in the May 2025 issue of Desert Companion Magazine.