With the power of public radio,
YOU ARE HERE.
With Blue Ridge Public Radio, WNC’s MOST-COVETED DEMOGRAPHICS ARE HERE.

$96,600 median household income.

182% more likely to have an individual income of over $250k.

65% have at least a bachelor’s degree and they’re 3x more likely to have a graduate degree.

Blue Ridge Public Radio is home to two public radio stations. BPR Classic offers a comprehensive public radio experience with its mix of classical music, NPR news content and entertainment. And here, businesses can also connect with their customers through BPR News, offering even more NPR news coverage, local news and perspectives, and distinctly different evening and weekend programming options. Most importantly, BPR News and BPR Classic offer you more of the customers your business wants.
LOYAL LISTENERS ARE HERE:
Many of your customers only listen to us, or choose us first.

97,700
listeners tune in weekly.

#1
drive-time station in Asheville Metro with listeners ages 18+.

52%
of our audience members choose us first, or listen to BPR exclusively.

45%
are 25-54 years old, with 52% female, 48% male.

source: Nielsen 5 survey average, fall 2016 - fall 2019 /
GfK MRI Doublebase 2019. Base: Total U.S. Adults

Western North Carolina businesses use Blue Ridge Public Radio to deliver their messages daily. No other advertising medium offers the size of audience that meets your desired demographic. And it’s an audience that’s the largest it has ever been, with strong indicators suggesting it will only continue to grow. Public radio’s distinctive format and riveting content mean listeners don’t tune away from your business’s message. They often listen to us, or not at all.
YOUR CUSTOMERS DO MORE THAN JUST LISTEN HERE.
They buy. And become brand loyal to you.

77% of listeners have taken a direct action as a result of listening to NPR.

75% of NPR listeners have a positive opinion of a company that supports public radio.

69% of NPR listeners prefer to purchase products and services from public radio supporters.

source: Lightspeed Research, NPR State of Sponsorship survey, March 2019
YOUR BUSINESS GROWS HERE.
Within stations and listening options that are growing, too.

:15 broadcast announcements
expressed in our signature style
that your customers enjoy and are
inspired to action by

Web and digital advertising options
300 x 250 pixel ads on BPR.org
for $100 a month

Cost-effective schedules
customized to meet your
marketing strategy and budget

Having two radio stations, BPR Classic and BPR News, means increased opportunities
to place your messages in front of the right eyes and ears. And, with BPR.org's web
opportunities and our mobile app, you can connect beyond traditional radio waves
and keep pace with the ever-changing media landscape.
BPR’S REACH IS HERE:
Across Western North Carolina, these are the areas your messages will make a big impact.
YOUR NEWS, ENTERTAINMENT AND WORLD ARE HERE.

We have the iconic NPR programs you love, such as Morning Edition, All Things Considered, Fresh Air and Wait Wait...Don’t Tell Me!, on two stations your customers listen to.

Blue Ridge Public Radio is committed to serving Western North Carolina through NPR’s distinctive content and style, including stories that impact our region, music and entertainment, and news distinguished by its depth and integrity.

Enhance your business with Blue Ridge Public Radio today by contacting Steve Busey, director of business sponsorship | sbusey@bpr.org | 828.210.4816