



Reach involved and vastly interesting listeners

American Public Media is the nation's largest producer and distributor of classical music programming, and *Performance Today* is its flagship program. This music speaks to each listener, providing the perfect accompaniment to any activity.

Each week, nearly 900,000 weekly listeners¹ tune in for this who's who of the classical music world. Host Fred Child welcomes the finest solo, chamber and symphonic artists, bringing the best live performances to the airwaves.

BY THE NUMBERS

Compared to the general population, those who listen to classical music on public radio are:

- 74% more likely to have an individual income of \$100,000 or more²
- 59% more likely to hold top management positions²

They also like to learn about art, culture and history, and are engaged in their communities.²

PUBLIC RADIO'S CLASSICAL MUSIC AUDIENCE

- 52% female²
- Targets 45-64 adults²
- 64% college graduate (versus the national average of 27%)²

Connect with a vivacious, influential and intelligent audience by sponsoring *Performance Today*.

1. Source: Nielsen Audio, Nationwide DMA data, Persons 12+, Fall 2018.

2. Source: MRI Doublebase, 2016; Profile 2017.
