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 listeners\(^1\) 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 more\(^2\)
- 59% more likely to hold top management positions\(^2\)

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

**PUBLIC RADIO’S CLASSICAL MUSIC AUDIENCE**

- 52% female\(^2\)
- Targets 45-64 adults\(^2\)
- 64% college graduate (versus the national average of 27%)\(^2\)

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

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