

Connect with worldly, upscale, upwardly mobile consumers

Each week, more than 8 million listeners¹ across the U.S. tune in to programming from BBC World Service, one of the most respected global news sources. With 70 bureaus and 900 news staff around the world, BBC World Service is one of the first on the ground to cover breaking news. More than ever, audiences are seeking a global perspective on current events and are finding it on *Newshour* — a weekday, hour-long program from BBC World Service — that delivers international reporting and analysis.

Sponsoring BBC World Service programs allows you to reach a demographic of affluent consumers with a heightened appreciation for travel, art and the finer things in life.

BY THE NUMBERS

Compared to the general population, public radio news listeners are:

- 161% more likely to have traveled internationally 6 or more times in the past 3 years²
- 34% more likely to have higher consumer confidence now compared to last year²
- 161% more likely to have a household income of \$250,000²

THE BBC WORLD SERVICE AUDIENCE

- 54% male²
- Targets 35-54 adults²
- 68% have a college or postgraduate degree²

Public radio listeners have a positive opinion of companies who support public radio, and 85% have taken a direct action as a result of hearing a sponsorship message.² Share your message alongside each day's most important international news stories by sponsoring BBC World Service programming in the U.S.

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

2. Source: MRI Doublebase, 2017.
