Communicate to an educated, business-savvy audience

The *Marketplace* portfolio provides business, economic and technology news in an engaging format that transcends the typical business-news broadcast. *Marketplace* programs are listened to by a national audience of 14.8 million listeners each week.[1]

THE *MARKETPLACE* PORTFOLIO COMPRISES:

- *Marketplace*® — The portfolio's flagship program, hosted by Kai Ryssdal, airs weekday afternoons, providing business and economic news to nearly 7 million weekly listeners.[1]
- *Marketplace Morning Report*® — With 11 million listeners each week,[1] David Brancaccio provides the audience with the day's developing business, economic and technology stories.
- *Marketplace Tech*® — Each weekday, host Molly Wood provides a four-minute technology update with a healthy dose of humor to a weekly audience of over 1.4 million listeners.[1]

BY THE NUMBERS

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

- 161% more likely to have a household income of $250,000 or more[2]
- 151% more likely to be B2B decision-makers in their places of work[2]
- 131% more likely to have investments valued at $150,000 or more[2]

THE AUDIENCE OF THE MARKETPLACE PROGRAMS:

- 54% male[1]
- Targets 35-64 adults[1]
- 71% college graduates (vs. 27% nationally)[1]

Marketplace listeners are twice as likely to consider your product compared to ones they hear about on commercial radio.[1] Connect with an influential, intelligent audience by sponsoring *Marketplace* programs.

1. Source: Nielsen Audio, Fall 2017.
2. Source: MRI Doublebase, 2017.

STATION LOGO GOES HERE

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