

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 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 more than 10 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 an audience of more than 1.5 million weekly 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 more²
- 151% more likely to be B2B decision-makers in their places of work²
- 131% more likely to have investments valued at \$150,000 or more²

THE AUDIENCE OF THE MARKETPLACE PROGRAMS:

- 54% male²
- Targets 35-64 adults²
- 71% college graduates (vs. 27% nationally)²

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, Nationwide DMA data, Persons 12+, Fall 2018.

2. Source: MRI Doublebase, 2017.
