



## Speak to financially savvy, influential business-to-business decision-makers

*Marketplace* presents complex financial news in a fresh and accessible way. The 30-minute program airs weekday afternoons on more than 480 public radio stations nationwide with host Kai Ryssdal providing the latest economic and business news to nearly 7 million weekly listeners.<sup>1</sup>

### BY THE NUMBERS

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

- 133% more likely to be top management<sup>2</sup>
- 95% more likely to have purchased more than \$1 million of B2B products or services<sup>2</sup>
- 151% more likely to be B2B decision-makers in their places of work<sup>2</sup>

### THE MARKETPLACE AUDIENCE:

- 55% male<sup>2</sup>
- Targets 35-64 adults<sup>2</sup>
- 73% college graduates<sup>2</sup> (vs. 27% nationally)

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*Marketplace* listeners specifically are twice as likely to consider your product compared to ones they hear about on commercial radio.<sup>3</sup> Make sure your sponsorship message is heard alongside each day's most important business and economic news on *Marketplace*.

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

2. Source: MRI Doublebase, 2017.

3. Source: DRI Research, 2017.

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