



Share your message with educated, influential and engaged listeners

Hosted by Michael Barboro, one of *The Times*' most high-profile chroniclers of American politics, this 30-minute weekday program is heard by nearly 2 million public radio listeners each week.¹ *The Daily* expands on *The New York Times*' award-winning podcast, offering a deep and contextual exposition of the world's most important stories, backed by more than 1,600 *Times* journalists, who break stories and share their sources.

REACH THE INFLUENCERS

Catch the wave of one of the fastest growing public radio programs in the US. Research indicates public radio listeners are more likely to:

- Drive social trends, influence mass opinion, and create word-of-mouth for ideas and products²
- Prefer to buy products or services from public radio sponsors³
- Hold a more positive opinion of sponsors that support public radio³
- Have a postgraduate degree²
- Have an individual annual income of at least \$250,000²

Share your company's message next to the day's most important news stories.

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

2. Source: NPR Profile 2017.

3. Source: Lightspeed Research, State of Sponsorship Survey, March 2017.
