

# KQED



## Media Kit



**72%**

of NPR listeners prefer to do business with companies that support NPR

**19 years**

consecutively as the most-trusted institution in America

**61%**

of viewers say that PBS sponsors are different and better than on other networks

**87%**

of NPR listeners take any commercial action in response to something heard on NPR

**67%**

of all U.S. households watch PBS

**KQED****74%**

of listeners hold a more positive opinion of companies that support NPR

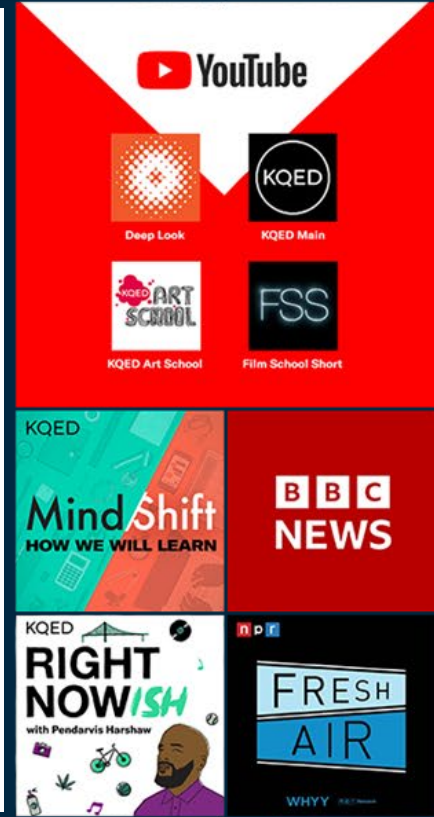
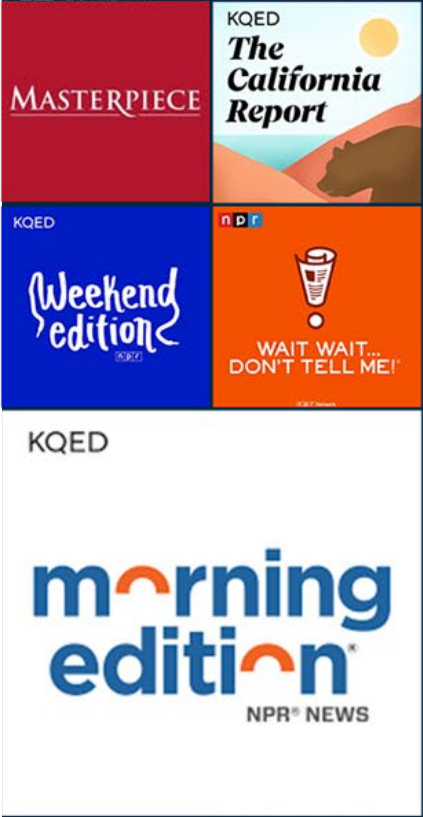
**57%**

have a more favorable view of a brand for sponsoring PBS





**We Help Companies Communicate  
Their Brand Messaging to Almost  
2.4 Million People Each Week!**



6 Edward R. Murrow  
(Regional)



2 Edward R. Murrow  
(National)



7 Emmys



1 Webby



14 SPJ Norcal

1 Scarborough data, San Francisco market, A18+ 2022 Release 2 (August 2021 – July 2022) Watched in the past week: KQED or KQEH M-Su 4a-2am. KQED 88.5 M-Su 6a-12mid weekly cum, websites visited past 30 days KQED.org or KQED.org FM and KQED GA, Megaphone, Triton, and Salesforce marketing cloud data



Thought Leaders, Business Decision Makers,  
and High Net Worth Individuals

#1

Station in 2022 across multiple  
demos (A18+ & A35-64)  
Almost 700,000 weekly CUME

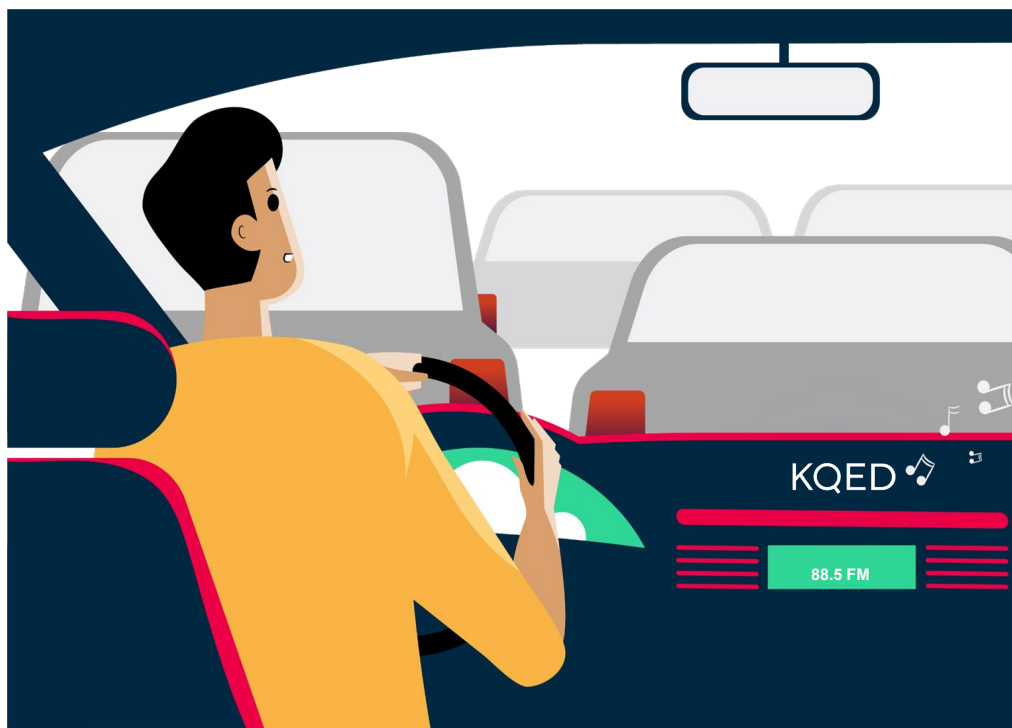
34%

of our audience exclusively  
listens to KQED. That's about  
220,000 people!

2X

more likely to have  
some postgraduate  
work or degree

43%

more likely to have  
household net  
worth of \$2 Million+

38%

more likely to have  
taken 10 or more  
business trips in  
past year

47%

more likely to  
be in leadership  
positions

1 Nielsen Audio; SF MSA; 12 book Average (January – December 2022); M-Su 5a-12m; Persons 6+, AQH Persons

2 Nielsen Audio; SF MSA; A18+ / A35-64, KQED radio, 88.5 FM, AQH Persons, M-Su 6a-12m, 12 book average (January - December 2022)

3 Nielsen Audio; SF MSA P6+, deputation analysis, 12 book average (January - December 2022), M-Su 6a-12m, compared against all other radio stations in the market

4 Scarborough Research; San Francisco, CA, 2022 Release 2 (August 2021 – July 2022); KQED-FM Cume Audience, A18+



## Wealth Accumulators, Philanthropic Leaders, and High Net Worth Business Travellers

**Almost  
600,000**

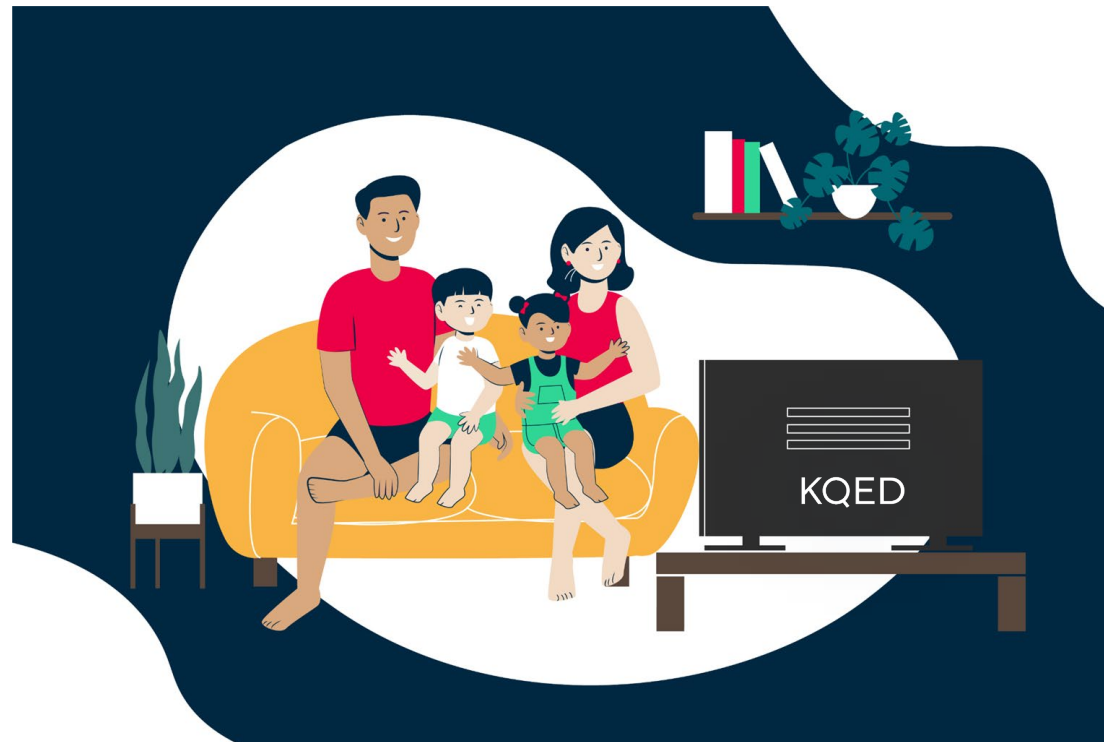
People watch KQED television each week  
rivaling most local television stations.

**42%**

have household net  
worth of \$2 Million+.  
Over 280K

**31%**

took 10 or more  
business trips in the  
past year



**70%**

donate to one or  
more non-profit  
organizations

**79%**

more likely to  
spend \$45,000 or  
more on a new car  
this year

Annually: 21MM podcast downloads, 615,000 email subscribers, and 2.7MM YouTube subscribers, and 34MM page views

**23MM+**

Sessions on  
KQED.org in 2022

**139K+**

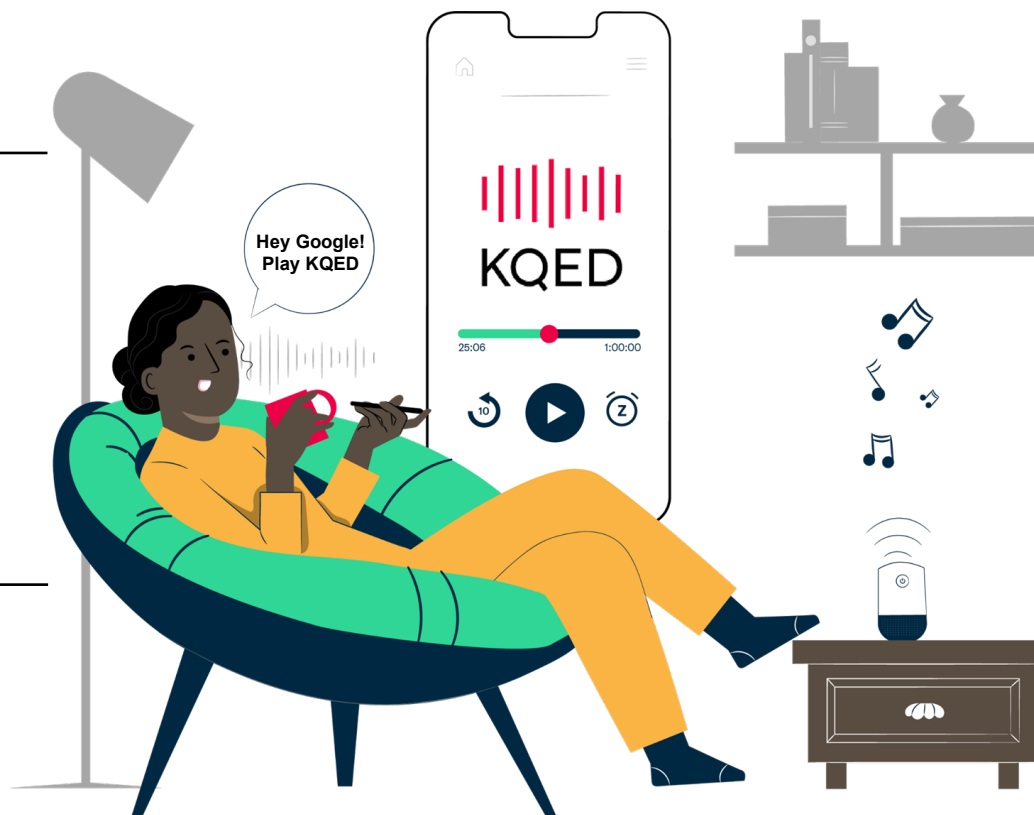
Weekly streamers listen  
to KQED Live Audio  
Stream

**68%**

more likely to have  
a postgraduate  
degree

**44%**

more likely to be  
planning a home  
addition in next year

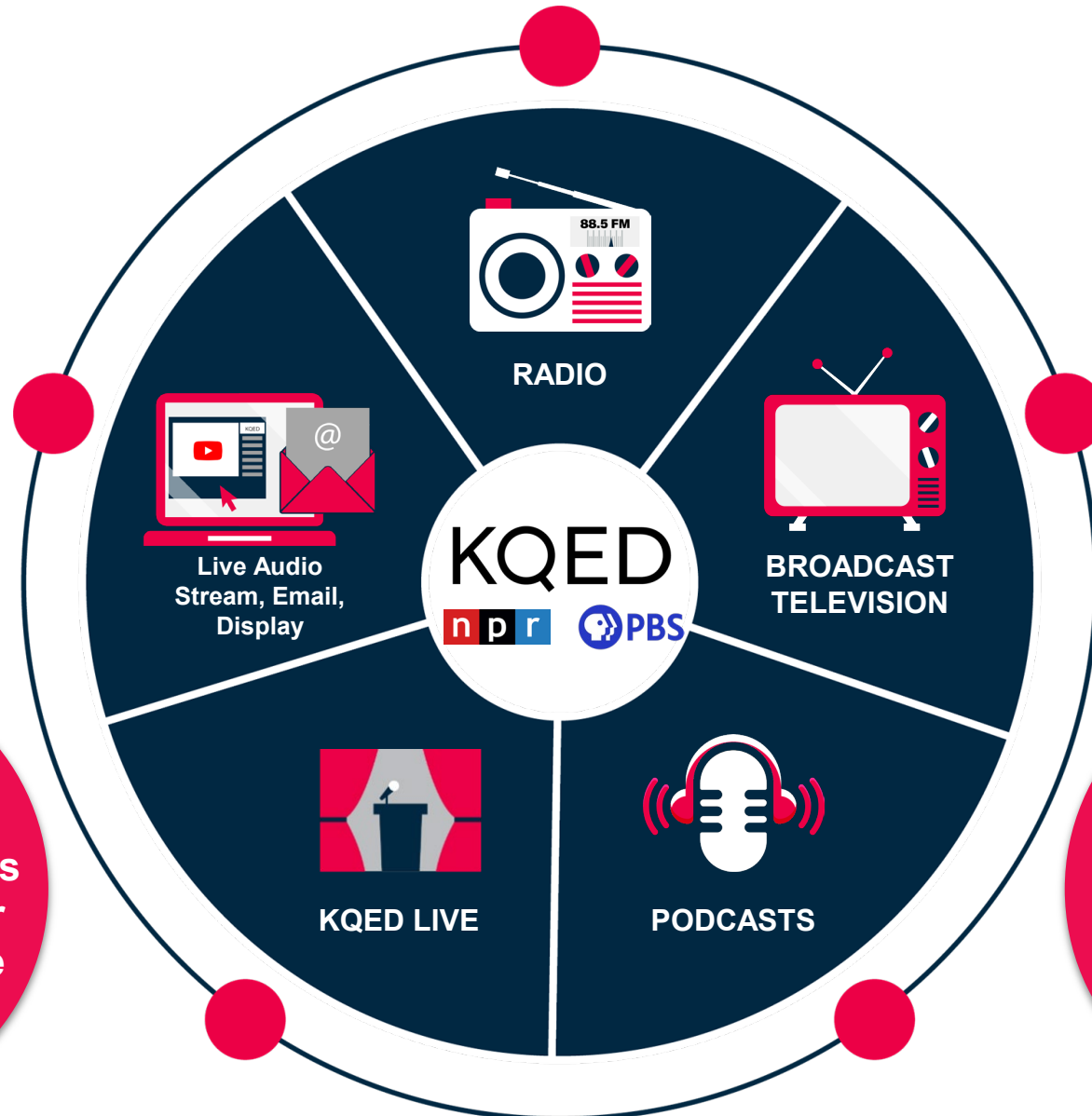
**31%**

more likely to seek  
cultural events in arts,  
dance and museums

**24%**

more likely to be  
business decision  
makers

## Omni-Channel Local Advantage



**Most of KQED's  
Digital Sponsorships  
Offer Exclusivity or  
50% Share of Voice**

**KQED Averages Only  
Three Minutes of  
"Commercial"  
Messaging per Hour**



### EDUCATION

**Stanford**  
University



**Palo Alto**  
University  
Psychology | Counseling



### BIOTECH



abbvie

**Genentech**

### ARTS/ ENTERTAINMENT

**LIVE NATION**



**NETFLIX**



### COMMUNICATIONS



xfinity



### FINANCE



### INSURANCE

**GEICO**



### TECH



### RETAIL



**hint**



### HEALTHCARE



KQED



**Thank you for  
sponsoring  
KQED!**

**KQED Local Marketing Director:**

**Email:**

**Phone Number:**