Louisville Public Media is the hub of Louisville’s economic influence.

The 260,000+ weekly users who make up the Louisville Public Media ecosystem account for more than $1.5 billion in annual household income.

That’s a lot of clout.

In addition, LPM reaches almost 20% of the market’s B2B influencers and business banking decision makers.

In an industry where trust is essential, LPM delivers, with broadcast and digital message platforms that are more trusted than word of mouth from a friend:

89% of our listeners say they trust public radio.

Louisville Public Media Generates Marketing Results!

78% have taken action as a result of hearing sponsorship messages on public radio

88% have a more positive opinion of public radio sponsors

80% prefer to buy products or services from public radio sponsors

Source: Jacob’s Media

MORE LIKELY THAN THE AVERAGE LOUISVILLIAN

106% more likely to be an opinion leader
65% more likely to have a home value of $500K+
57% more likely to trade stocks, bonds, and securities
54% more likely to influence business banking decisions
53% more likely to have an annual household income of $150K+
52% more likely to have an IRA
49% more likely to be a B2B decision maker
42% more likely to have liquid assets of $250K+
30% more likely to have a household income of $300K+

Source: Louisville Media Audit 2016

LONG TERM SPONSORS GAIN GREATER AWARENESS

Percent of “audience aware of sponsor” grows over the years

BEFORE SPONSORSHIP 17%

1 YEAR LATER 47%

3 YEARS LATER 71%

Awareness among listeners after the 3-year campaign was 34% higher than non-listeners’ brand awareness.

Source: NPR Listener Surveys, 2007-2011; conducted by Lightspeed Research