DIGITAL OVERVIEW

Every month, more than 350,000 listeners, visitors, streamers, downloaders and social media users opt in with Louisville Public Media.
MULTI-PLATFORM ENGAGEMENT

Listening
- On-Air: Monthly Unduplicated Cume (WFPL + WUOL + WFPK) 288,000
- Live Stream: 400,000 monthly stream starts, 49,000 uniques

Web Visits
- LPM Websites: 278,000 monthly uniques, 558,000 pageviews

Opt-in Newsletters
- LPM Member eNews: 48,884 subscribers
- WFPL Daily News: 14,000 subscribers

On Demand
- LPM Podcasts: 62,000 monthly downloads

Social (as of November 1, 2019)
- LPM followers: 116,000

A 2016 study by the Advertising Research Foundation compared 5,000 advertising campaigns and discovered that a second media platform can increase return on investment by 19%.

Louisville Public Media matches media mix and audience with campaigns that provide the benefits of public radio and leading digital tactics.
Louisville Public Media engages our community with award-winning content on a variety of digital platforms, including our websites, an ultra-low clutter environment where ads are optimized across multiple devices.
ON-DEMAND AUDIO STREAMING

Connect with our large and growing live-stream audience wherever they listen.

10-Second Audio Pre-Roll
Two pods of two ads per pod.

Three continuous audio streams available:

89.3 WFPL News Louisville
90.5 WUOL Classical Louisville
91.9 WFPK Independent Louisville

American Audiences of Streaming Radio Have Risen Steadily Over The Past Three Years

- 61% listen to online radio monthly
  - 29% increase from 2014
- 53% listen to online radio weekly
  - 47% increase from 2014
- 26% stream audio in the car monthly
  - 85% increase from 2014

Source: The Infinite Dial ©2017 Edison Research and Triton Digital
LPM produces an extensive and popular podcast library, including *In Conversation*, *Strange Fruit*, *Here Today*, *Curious Louisville*, and *Kentucky Politics Distilled*, among others. *The Music Box* was recently a *New York Times Top Pick*. LPM podcast fans download more than 62,000 LPM podcasts every month.

LPM offers our podcast sponsors exclusively mid-roll message positioning, which is better received by podcast fans.

**Podcast Advertising (Agree/Disagree)**

60% **AGREE**

You appreciate podcast advertisers for supporting your favorite podcasts

**Public Radio Podcast Listeners**

85% have listened to a public radio podcast in the past week

85% consider public radio podcasts essential listening or favorites

Source: Edison Research
LPM serves a highly engaged, core-loyal audience of almost 116,000 opt-in newsletter subscribers. LPM newsletter sponsorship offers favorable visual recognition and clickable conversion in a high-integrity environment.

**LPM Member News** – 48,884 subscribers
Filled with member News, Exclusive Member Perks and upcoming program highlights. Published 2x per month.

**WFPL Daily News** – 14,000 subscribers
Our top stories published first thing in the morning, every Monday through Friday.