New post-COVID reporting from The Nielsen Company show Louisville Public Media as the Louisville market leader in most-trusted digital alternatives. LPM’s ultra-low clutter, 100% opt-in digital ecosystem delivers market leading shares of highly sought after users each month – your quality brand’s best customers and prospects, who are difficult to reach anywhere else.

The LPM digital audience is:
(vs. the market average)

154% more likely to be 25-54
180% more likely to have a $100K+ household income
216% more likely to have a professional/managerial occupation
227% more likely to have a college degree

The LPM audience also leads ALL OTHER LOCAL MEDIA in reaching people who spend $500+ online each year, with an extraordinary

25% MARKET SHARE

Louisville Public Media engages the radio market’s largest website audience with award-winning content on a variety of digital platforms, including our websites, an ultra-low clutter environment where your ad is optimized across multiple devices, and can be tagged for topical alignment. LPM web ads are offered on a CPM basis.
Connect with LPM users wherever and however they listen.

10-Second Audio Pre-Roll

Three continuous live audio streams:

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

Streaming Audio Audiences Have Risen Steadily

- **76 million** Americans now own at least one Smart Speaker, up **285%** since 2017
- **192 million** Americans, 68%, listen to online audio monthly, up **28%** since 2015
- **45%** of Americans listen to in-car audio through a cell phone, up **41%** since 2015

Source: *The Infinite Dial*, Edison Research, 2020
LPM is the local leader in the production and distribution of more than 20 different podcast titles across a variety of news topics and feature subjects.

The LPM podcast user skews younger, more affluent, more tech-savvy, and more loyal than the market average. The unique LPM halo of credibility is stronger than ever for our podcast sponsors.

LPM podcasts feature your 10-second mid-roll messages, customized for each show with enhanced creative guidelines.

155 million Americans, 55% of the population, are now regular podcast listeners, up 67% since 2015

6.5 hours is the average time spent listening to podcasts, up 44% since 2015

62% of NPR podcast listeners prefer to purchase products or services from companies that support NPR podcasts

Source: The Infinite Dial, Edison Research, 2020; Edison Research/Podtrac
LPM serves a large, highly engaged, core-loyal audience with an assortment of 100% opt-in news, membership information, and topical titles.

OUR NEWSLETTERS INCLUDE:
MEMBER NEWS
WFPL DAILY NEWS
ARTS, CULTURE, ET CETERA
PODCASTS
KENTUCKY CENTER FOR INVESTIGATIVE REPORTING
The LPM Listen app makes it easy for LPM’s dedicated listeners to stream their favorite LPM stations and podcasts wherever they are. Your business receives 100% SOV on the open screen with a 320x50 ad with link.