

 **Colorado Public Radio**

**Connect with the People
who Shape Colorado**

2023 Media Kit



Colorado Public Radio

Colorado Public Radio is a nonprofit 501(c)(3) organization delivering meaningful news, music, and cultural experiences to everyone in Colorado using the power of the human voice in all its forms. Based in Denver and covering much of the state of Colorado, CPR broadcasts three services: CPR News, CPR Classical and Indie 102.3 (new and independent music).



CPR News delivers in-depth, insightful and impartial news and information from around the world, across the nation and throughout Colorado, examining its relevance to our state and connecting it to our community.



CPR Classical takes listeners on an in-depth exploration of thoughtfully curated music – with an emphasis on Colorado’s classical community – providing context to a broad range of meaningful and compelling works from past to present.



Indie 102.3 takes listeners inside the world of new and independent music – exposing them to up-and-coming artists and highlighting Colorado’s local music scene.



Denverite is an online news source dedicated to Denver's curious and concerned.



KRCC is a public radio station in Colorado Springs, Colorado, serving Southern Colorado. KRCC is operated by Colorado Public Radio in partnership with Colorado College.

Ask us
for the
Denverite
and KRCC
media kits!



48
Signals around the state¹



Over 64,000
Members



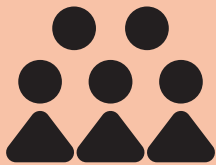
Over 41,000
Members enrolled in
monthly giving



190
Staff members



58
Journalists



About 570,700
Statewide audience
each week²



1,033,000
CPR digital readers/viewers
per month³



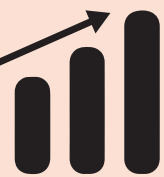
250,000
Digital streaming listeners
per month⁴



340,000
Denverite digital readers⁵



\$25.9 million
Annual revenue (FY22)



[cpr.org/about/finances](#)
Financial summary (FY22)



1970
Year founded

Membership and staff data as of June 30, 2023.
Includes CPR, Denverite and KRCC.
¹ Source: See at [cpr.org/ways-to-listen](#)
² Source: Nielsen Audio Fall 2022
³ Source: Google Analytics for period July 2022-June 2023
⁴ Source: Empire Streaming for period July 2022-June 2023
⁵ Source: Google Analytics for period July 2022-June 2023

Programming on CPR News engages, informs and entertains listeners

Strengthen your brand by aligning it with public media’s best programming. On CPR News, listeners stay updated on national and world news while also being informed about what’s happening in their own backyard with local newscasts and CPR’s daily interview show, Colorado Matters.



Morning

- Morning Edition - *award-winning national news from NPR*
- Colorado Matters, *with Ryan Warner - “Best Talk-Radio Host 2021” - Westword*
- On Point
- Here & Now

Afternoon

- Today, Explained
- BBC Newshour
- Fresh Air - *thought-provoking interviews with Terry Gross*
- Science Friday
- Marketplace
- The Daily - *featuring journalism from The New York Times*
- Real Talk, *with CPR News’ Nathan Heffel and Denver7’s Micah Smith*
- All Things Considered - *the most listened-to, afternoon drive-time, news radio program in the country**

Evening & Weekend

- Wait Wait...Don’t Tell Me!
- This American Life
- Radiolab
- Latino USA
- Snap Judgment
- The Moth
- Reveal
- Throughline
- Planet Money
- How I Built This
- Hidden Brain
- TED Radio Hour
- Code Switch
- Life Kit
- Our Body Politic

**Source: Nielsen, 2018*



“Sponsoring gives us direct access to curious, engaged and motivated citizens while supporting a public organization that shares our values.”

-Michelle Marks, Chancellor, University of Colorado Denver



CPR News delivers in-depth, insightful and impartial news and information from around the world, across the nation and throughout Colorado, examining its relevance to our state and connecting it to our community.

Audience Stats*:

56.9%

Male

43.1%

Female

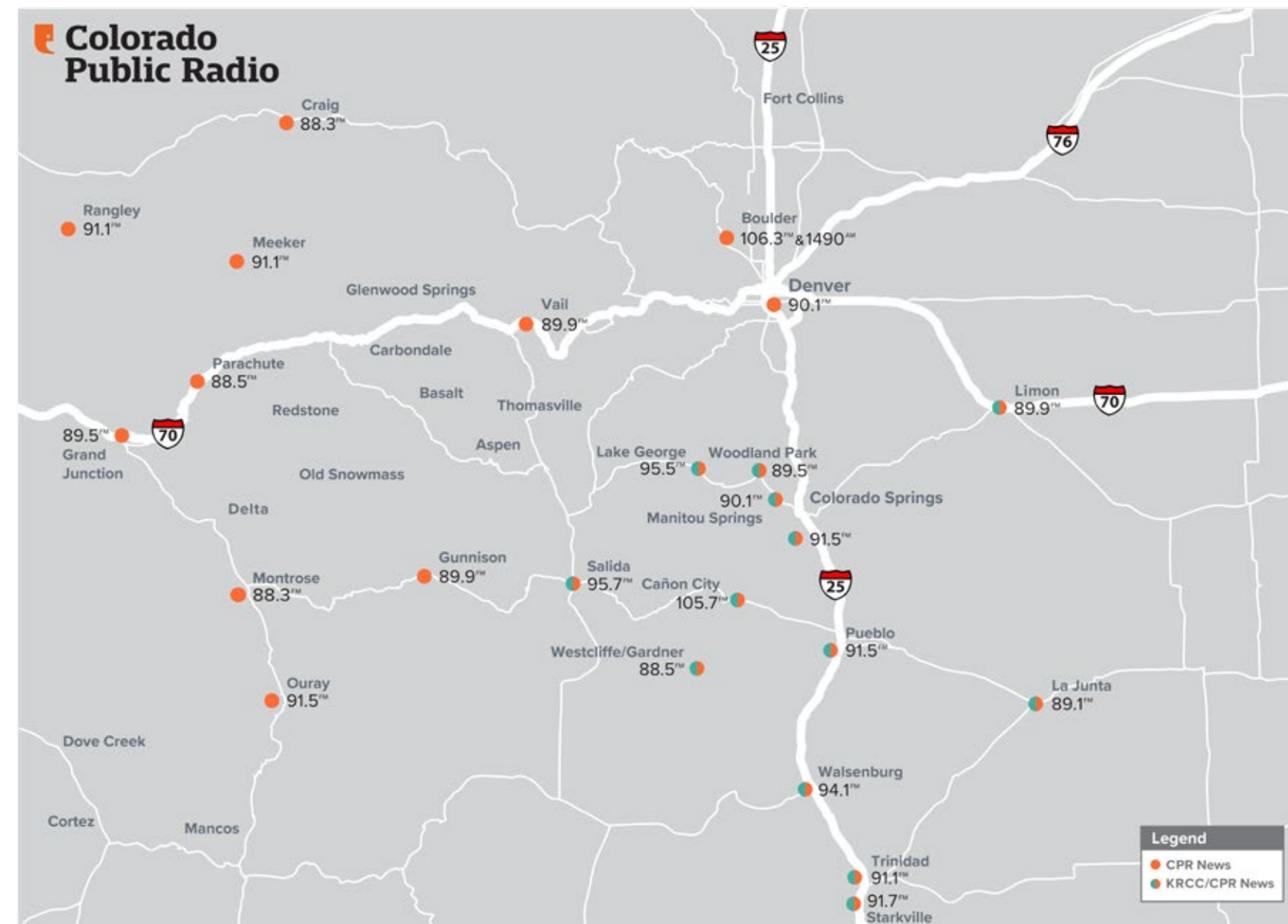
65.9%

have a college
degree or more
education

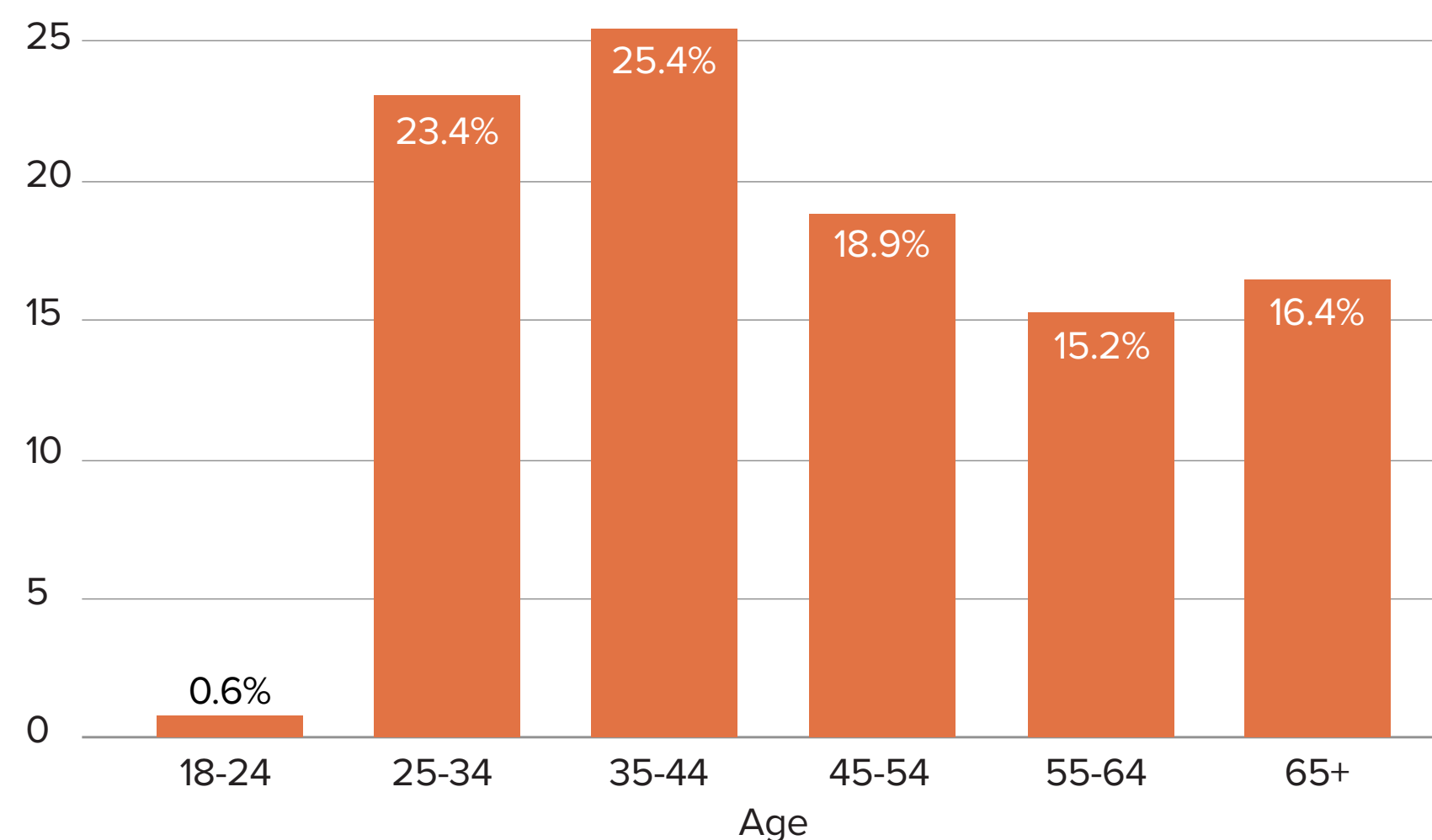
64.7%

have a household
income over
\$100,000

**Source: Nielsen results for KCFR-FM in Denver-Boulder Metro for Mar 2022-Mar 2023*



The CPR News audience spans generations*



**Source: Nielsen results for KCFR-FM in Denver-Boulder Metro for Mar 2022-Mar 2023*



The CPR News audience tunes in for NPR's most popular programs, plus impactful local news and podcasts.

CPR Classical

CPR Classical takes listeners on an in-depth exploration of thoughtfully curated music – with an emphasis on Colorado’s classical community – providing context to a broad range of meaningful and compelling works from past to present.

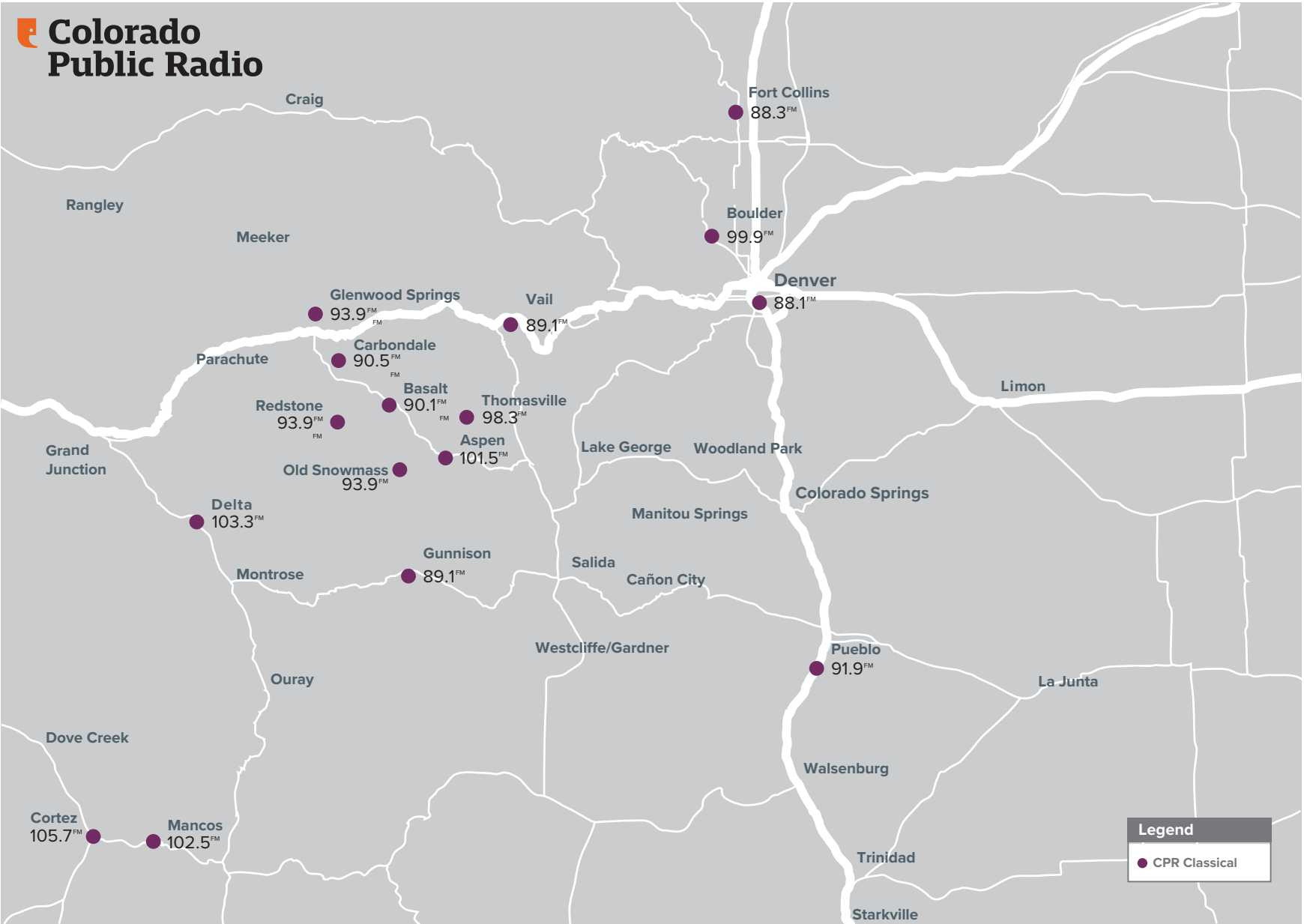
Audience Stats:

49.4%
Male

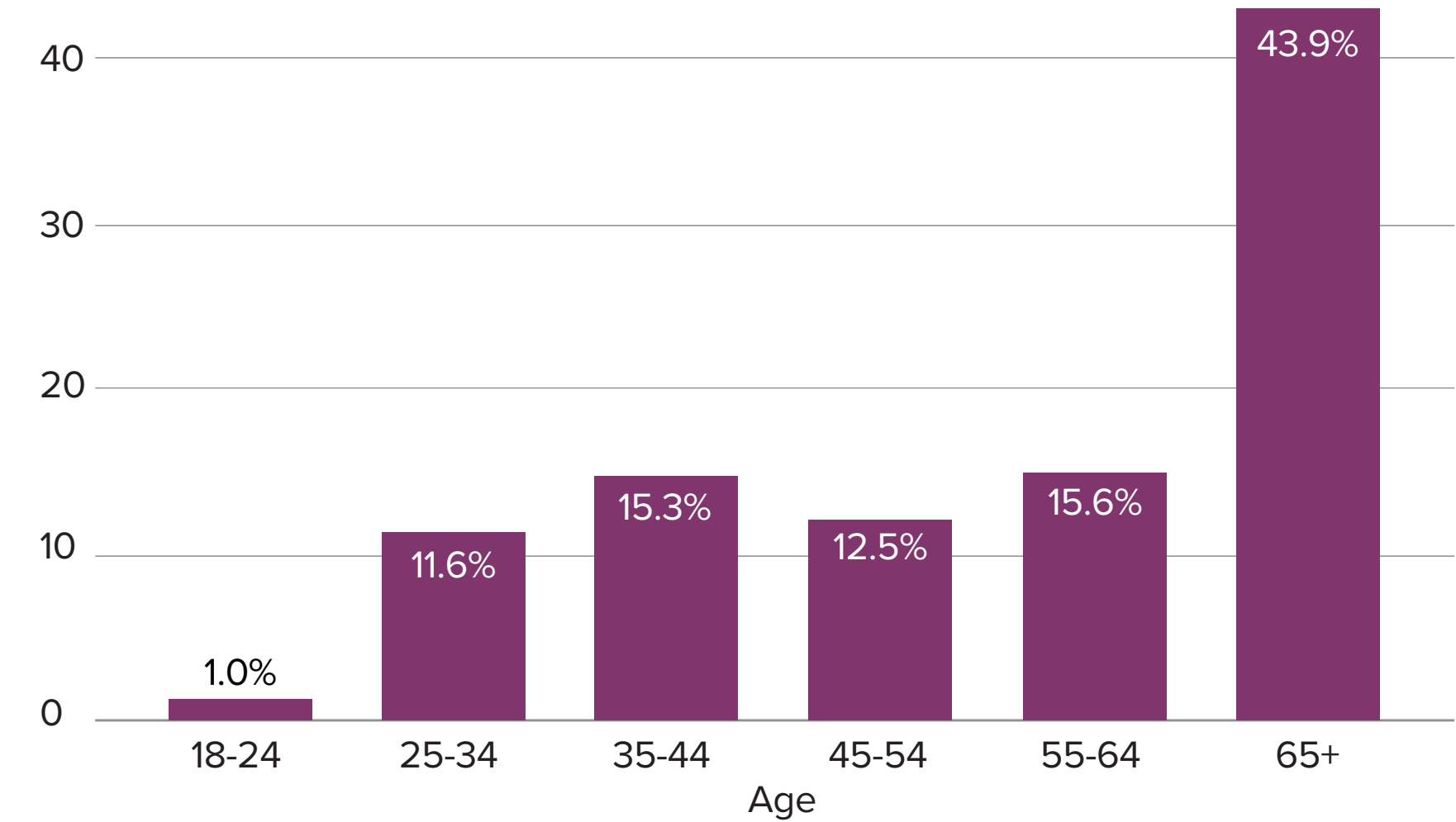
50.6%
Female

42.4%
have a college
degree or more
education

24.9%
have a household
income over
\$100,000



CPR Classical Listeners by Age*



**Source: Nielsen results for KVID-FM in Denver-Boulder Metro for Mar 2022-Mar 2023*



CPR Classical listeners tune in for beautiful, soothing music that has touched listeners for centuries.



Indie 102.3 takes listeners inside the world of new and independent music, helping them discover up-and-coming artists and highlighting Colorado's local music scene.

Audience Stats:

52.9%

Male

47.1%

Female

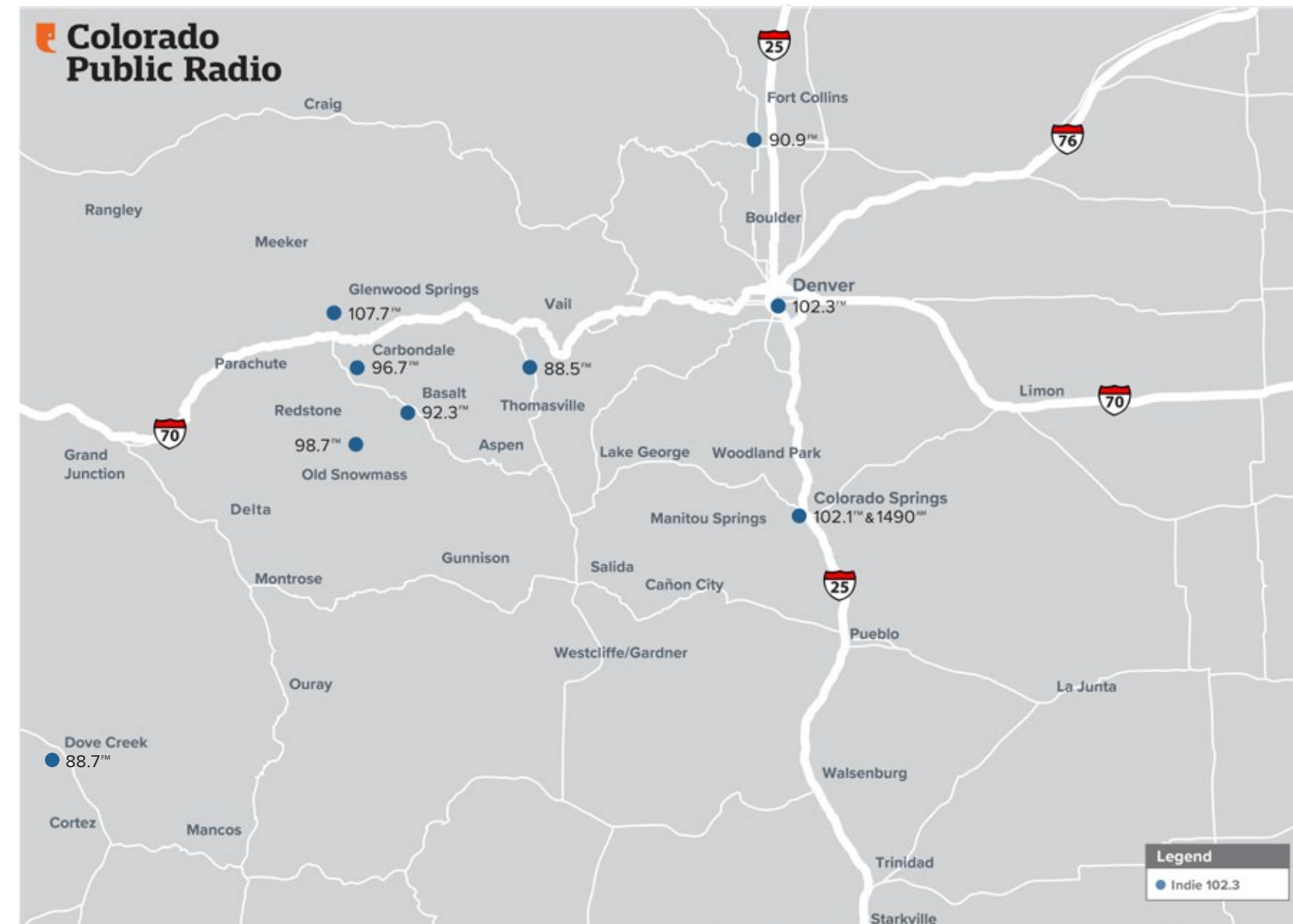
81.4%

have a college degree or more education

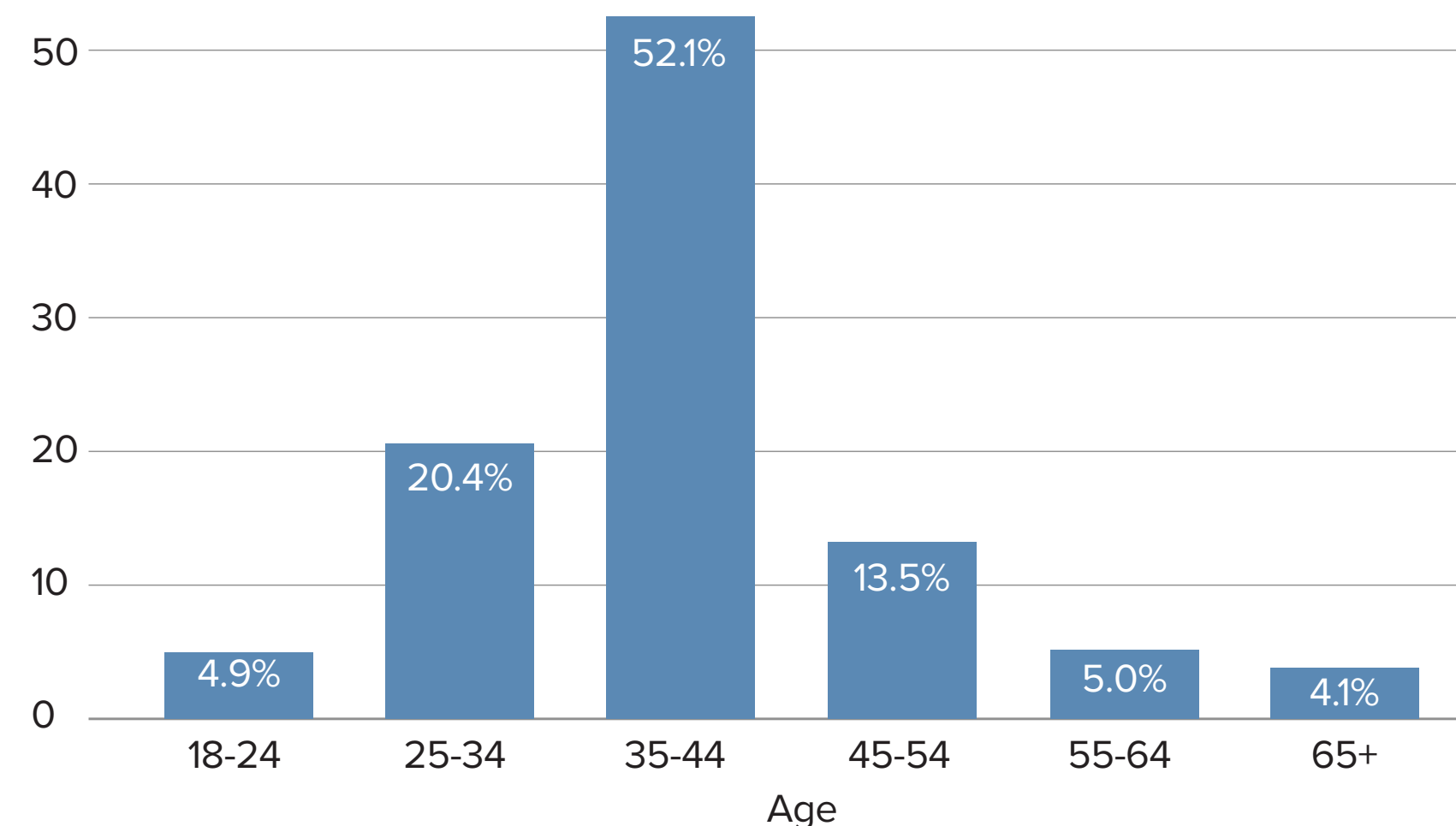
47.3%

have a household income over \$100,000

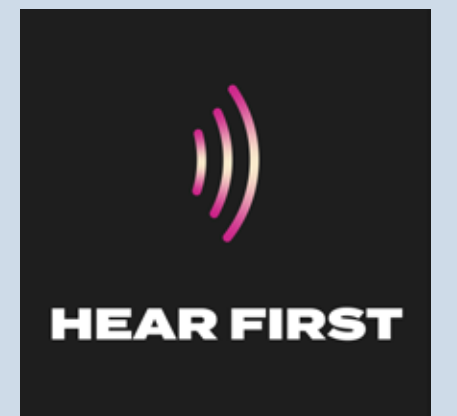
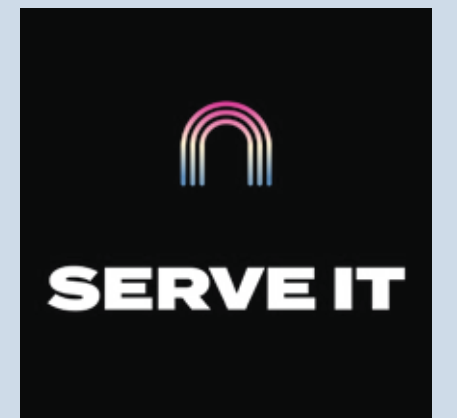
**Source: Nielsen results for KVOQ-FM in Denver-Boulder Metro for Mar 2022-Mar 2023*



The Indie 102.3 audience is young and well-educated*



**Source: Nielsen results for KVOQ-FM in Denver-Boulder Metro for Mar 2022-Mar 2023*



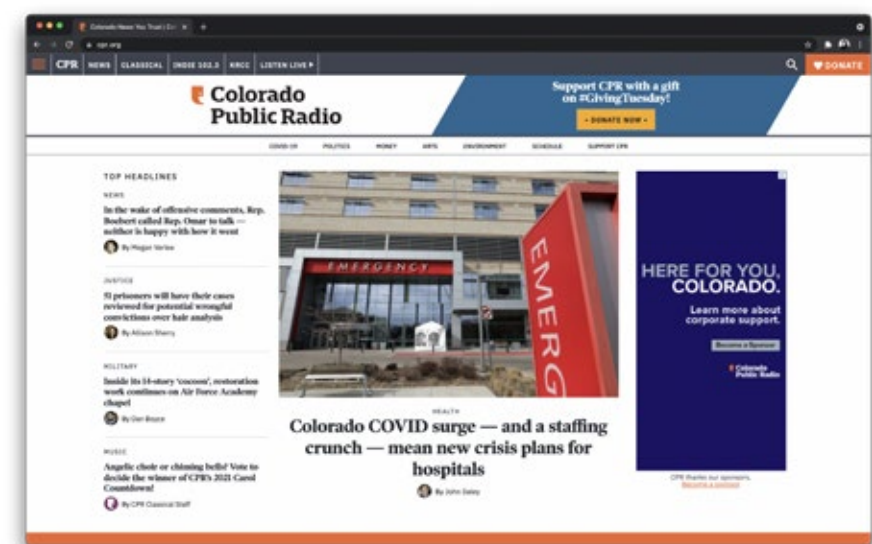
Indie 102.3 listeners are hungry for new music from diverse artists, and they love the mix of local and national musicians.

Digital Offerings

In addition to a robust, statewide radio network, CPR serves Coloradans through cpr.org, denverite.com, newsletters, podcasts, a smartphone app and more.

Websites

Our websites receive thousands of visits each day from Coloradans looking for the latest news on state politics, climate and the environment, education, the arts and more. Additionally, many listeners visit the website to stream our radio broadcast when they're not in the car.



1,033,000
users per month on
cpr.org

Source: Google Analytics monthly average for July 2022-June 2023



340,000
users per month on
denverite.com

Source: Google Analytics monthly average for July 2022-June 2023

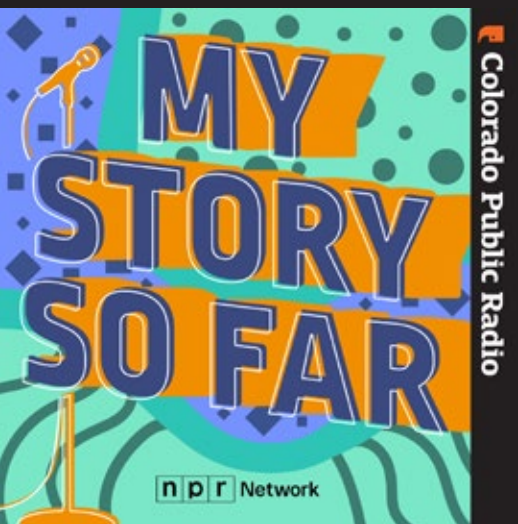
Newsletters

- The Lookout**, CPR News's daily newsletter
- The Climate Weekly**, a newsletter from CPR's climate/environment team on Mondays
- The CPR Classical newsletter**, a monthly newsletter for classical music fans
- Inside Track**, Indie 102.3's weekly newsletter
- Denverite's** daily newsletter



Podcasts

CPR's Audio Innovations team is always working on new pilots and shows. Ask your rep about current podcast sponsorship opportunities.



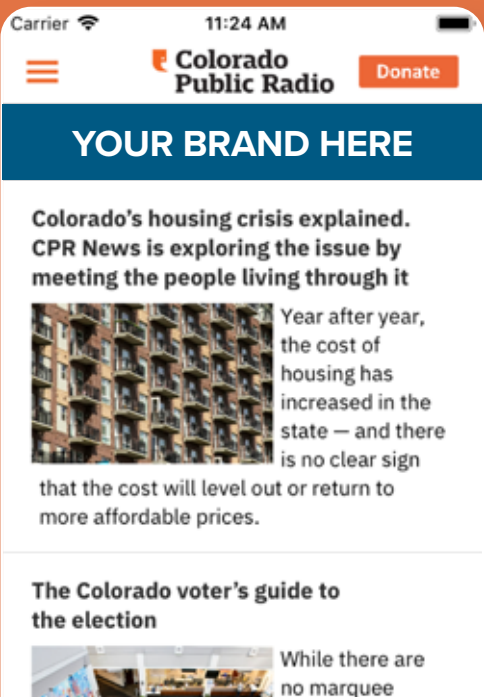
CPR's award-winning podcasts bring listeners deeper into the news, provide insights to help them more thoughtfully explore music, and spark their curiosity with stories about the human experience. Podcast listeners are more diverse than the average radio listener, and our podcasts reach a wide audience in and out of Colorado.

Ongoing and upcoming podcasts:

- Back from Broken** - a show about recovery, hosted by Vic Vela
- My Story So Far** - a live, storytelling podcast with personal narratives from overlooked and underrepresented folks in Colorado
- ¿Quién Are We?** - a new podcast debuting in 2022 highlighting what it means to be LatinX today

The Colorado Public Radio App

CPR recently re-launched its smartphone app with a new user-friendly interface and improved stream so listeners can take CPR anywhere they go. We will soon begin offering banner ads for sponsors in the app. Ask your rep for more information on these opportunities.



CPR Sponsorship Elevates Brands

The connection you build with our audience instills a **Halo Effect** that predisposes their desire to do business with you.



80%

of listeners consider NPR “personally important” to them.



82%

of listeners take action in response to something heard on NPR.



73%

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



70%

of listeners prefer doing business with companies that support NPR.

Source: Kantar, NPR State of Sponsorship Survey, April 2021.

“...sponsoring CPR puts us at the forefront of great companies in Colorado that care about their state and community. It is priceless and doesn’t feel like advertising. More often than not when prospects contact our firm they thank us for supporting CPR. Sponsoring is good for business and good for Colorado.”

*-Fred Taylor, Managing Director and Partner,
Beacon Pointe Advisors*

“CPR reaches our client base and audience on a more frequent basis. Clients appreciate working with companies and organizations that support causes. I think sponsorship gives us the opportunity to show we are interested in more than bottom-line results and willing to invest in the betterment of our community.”

- Tom Hartman, President, Kitchen Distributors



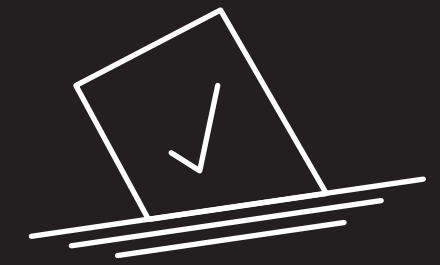
Stand out. Engage your audience. Gain credibility.

CPR limits sponsor messages to 2.5 minutes per hour, while commercial stations air more than 13 minutes of advertising every hour.

CPR content and sponsorship information engages active listening. CPR listeners are 75% more likely to pay attention to sponsorship messages than commercial radio listeners are to advertising.

Source: NPR Lightspeed Research 2017

Rise above the clutter. Market with confidence.
Sponsor CPR during election seasons.



CPR and NPR air NO advocacy or political sponsorship messages. Adjacency to political ads negatively affects brand perceptions:

34%

decline in brand
reputation

32%

decline in
perception of
product value

24%

decline in
perception of
product quality

26%

decline in
purchase
intent

Commercial stations are required by law to air candidate ads at their lowest unit rate, causing increased rates for other advertisers.

CPR provides listeners with a respite from negative political advertising. CPR does not accept political or advocacy advertising (and never will).

Source: J. Walter Thompson and Forethought research provided by NPR

- Spirit of Sharing: Your company can support two nonprofit organizations at once by participating in Colorado Public Radio's Spirit of Sharing program. Help increase community awareness for nonprofit organizations and become a CPR underwriter. Recognize your business while supporting your favorite nonprofit and its mission.
- Challenge Grants and Sweepstakes: Impact individual giving during a CPR Membership Drive
- Event and programming sponsorship opportunities

Join our community of dedicated Corporate Sponsors
and loyal Content Partners!



Get in touch!

CPR's Sponsorship
Representatives are ready
to craft the right sponsorship
package for your brand. With
representatives focused on the
Denver metro, Front Range,
Western Slope, Southern
Colorado and statewide
geographies, we'll help you
reach your target audience.

sponsorship@cpr.org
(303) 871-9191 x4356
cpr.org/support