



# *KUOW MEDIA KIT 2023 TRUST DRIVES RESULTS.*

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## **CONTACT:**

**KUOW Business Support Team**

**[Business@kuow.org](mailto:Business@kuow.org)**

**206.685.5869**

**1.866.820.9919**



# TRUST.

*THE MOST VALUABLE COMMODITY IN THE  
INFORMATION AGE. EACH WEEK THOUSANDS  
OF PEOPLE RELY ON KUOW FOR NEWS THAT  
MATTERS MOST.*

**KUOW'S MISSION IS TO CREATE AND  
SERVE A MORE INFORMED PUBLIC.**

# WHY KUOW?

*OF THE 10,400 AVERAGE  
LISTENERS, EVERY QUARTER  
HOUR, 78% PREFER KUOW  
TO ANY OTHER STATION.*

AS A MISSION DRIVEN, MEMBER SUPPORTED STATION, KUOW DELIVERS A HIGHLY-ENGAGED, INFLUENTIAL AND TUNED-IN AUDIENCE. THIS HARD-TO-REACH AUDIENCE HAS MADE KUOW, THE REGION'S MOST LISTENED TO NPR STATION.



**312,100+**

AVG WEEKLY  
CUMULATIVE  
LISTENERS<sup>2</sup>



**1.8 MILLION+**

AVG MONTHLY  
STREAMING  
SESSIONS<sup>3</sup>



**MULTIPLE**

PLATFORMS FOR  
MESSAGING



# *THE* *KUOW/NPR* **AUDIENCE**

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IT STARTS WITH LISTENING, BUT IT DOESN'T STOP THERE.

**THE GOODWILL AND TRUST  
KUOW/NPR SHARES WITH  
AUDIENCES** *IS TRANSFERRED TO  
BUSINESS SUPPORTERS,  
CREATING A 'HALO EFFECT.'*

82%

*OF LISTENERS **HAVE TAKEN ACTION**  
BASED ON NPR SPONSORSHIP  
ANNOUNCEMENTS* <sup>1</sup>

71%

*OF LISTENERS **HOLD A MORE POSITIVE  
OPINION** OF COMPANIES THEY HEAR ON  
NPR* <sup>2</sup>

80%

*OF LISTENERS **CONSIDER PUBLIC  
RADIO PERSONALLY IMPORTANT*** <sup>3</sup>

74%

*OF LISTENERS **DISCUSS CONTENT WITH  
FRIENDS, FAMILY AND COLLEAGUES  
AT LEAST WEEKLY*** <sup>4</sup>

KUOW DELIVERS AN  
AUDIENCE OF **INFLUENTIAL,**  
**THOUGHT LEADERS** THAT IS  
DIFFICULT TO REACH WITH  
OTHER MEDIA.

### EDUCATED

- 77% MORE LIKELY TO HOLD A FOUR-YEAR DEGREE
- 126% MORE LIKELY TO HOLD A GRADUATE DEGREE

### AFFLUENT

- 47% MORE LIKELY TO ENJOY INCOMES OF \$100K+
- 81% MORE LIKELY TO ENJOY INCOMES OF \$250K+

### PROFESSIONAL

- 245% MORE LIKELY TO WORK IN A LEGAL FIELD
- 49% MORE LIKELY TO WORK IN FINANCIAL OPERATIONS

### PURCHASING DECISIONS

- 106% MORE LIKELY TO PAY FOR A NEW VEHICLE IN NEXT 12 MOS WORTH \$45,000 OR MORE
- 60% MORE LIKELY TO MAKE IT PURCHASING DECISIONS ON BEHALF OF A COMPANY IN PAST 12 MOS

### PROFESSIONAL SERVICES USED

- 60% MORE LIKELY TO USE ACCOUNTANT SERVICES
- 48% MORE LIKELY TO USE A FINANCIAL PLANNER

### CULTURED

- 60% MORE LIKELY TO TRAVEL ABROAD
- 133% MORE LIKELY TO CONTRIBUTE TO ARTS/CULTURAL ORGANIZATIONS

### ENGAGED

- 66% MORE LIKELY TO PAY MORE FOR ECO-FRIENDLY PRODUCTS OR SERVICES
- 90% MORE LIKELY TO DONATE TO ENVIRONMENTAL CAUSES
- 56% MORE LIKELY TO CONTRIBUTE TO SOCIAL WELFARE ORGANIZATIONS<sup>1</sup>

SEATTLE IS A HUB FOR ONE  
OF THE **MOST CULTURED**  
**AND TECH-SAVVY URBAN**  
**POPULATION IN AMERICA.**



**4.04 MILLION**

MARKET POPULATION  
AND GROWING<sup>1</sup>



**\$94,974**

KING COUNTY MEDIAN  
HOUSEHOLD INCOME<sup>2</sup>



**#3**

TOP RANKED TECH  
TALENT MARKET IN  
THE US<sup>3</sup>

**63%**

**OF ADULTS HAVE A FOUR-  
YEAR DEGREE OR HIGHER**

(TWICE THE NATIONAL AVERAGE)

### **THE REGION'S LARGEST EMPLOYERS**

BOEING

MICROSOFT

UNIVERSITY OF  
WASHINGTON

AMAZON<sup>4</sup>





# *HIGH IMPACT* **MESSAGING**

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# AS THE MEDIA LANDSCAPE EVOLVES, KUOW CONTINUES TO REACH NEW AUDIENCES

KUOW REACHES ITS AUDIENCES THROUGH  
BROADCAST, ONLINE, PODCASTS,  
SMART SPEAKERS AND EVENTS.



## BROADCAST

**312,100**

AVG WEEKLY  
CUMULATIVE  
LISTENERS

**3.5 HRS**

AVG PER WEEK SPENT  
LISTENING<sup>1</sup>



## DIGITAL

**873,000**

KUOW.ORG  
AVG MONTHLY  
PAGE VIEWS<sup>3</sup>

**476,000**

KUOW.ORG  
AVG MONTHLY  
UNIQUE USERS<sup>3</sup>



## EMAIL

**70,500+**

TOTAL  
NEWSLETTER  
SUBSCRIBERS <sup>4</sup>



## 24/7 AUDIO STREAMING

**1.8 MILLION+**

AVG MONTHLY  
STREAMING SESSIONS

**50 MINS**

AVG TIME SPENT  
LISTENING PER SESSION<sup>2</sup>



## VIRTUAL & IN-PERSON

**14 EVENTS**

COMMUNITY  
EVENTS IN 2022



## PODCASTS

**486,628**

AVG MONTHLY  
DOWNLOADS<sup>2</sup>

1. Nielsen Ranker Jan-Dec 2022 M-Su 6a-12m 18+

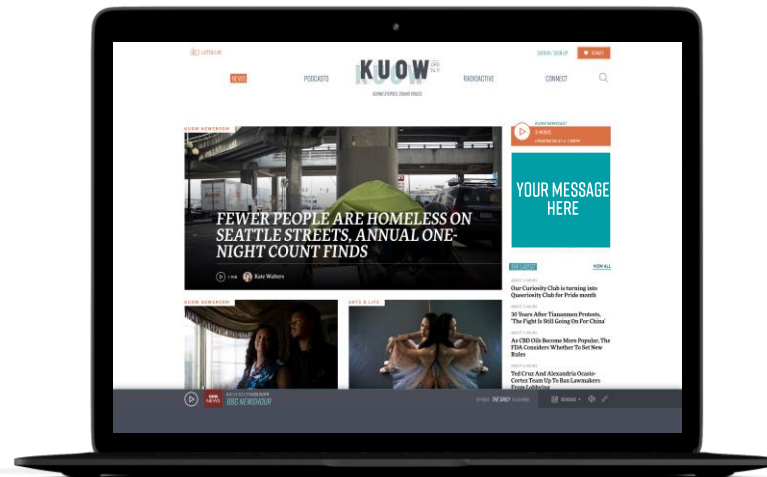
2. Triton Jan-Dec 2022

3. Google Analytics Jan-Dec 2022

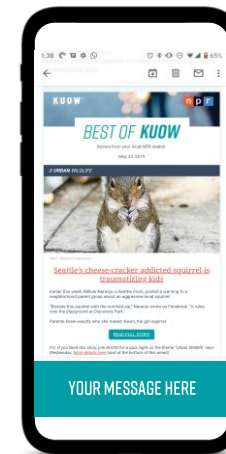
4. KUOW Internal Records

THE UNIQUE  
CLUTTER-FREE  
SOUND OF KUOW  
KEEPS LISTENERS  
ENGAGED.

## DIGITAL



## EMAIL



## EVENTS



## AUDIO MESSAGES

(LISTEN AT: [KUOW.ORG/BUSINESS](https://kuow.org/business))



BROADCAST



STREAMING



PODCASTS

# KUOW

## BROADCAST MAP

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### NORTH PUGET SOUND

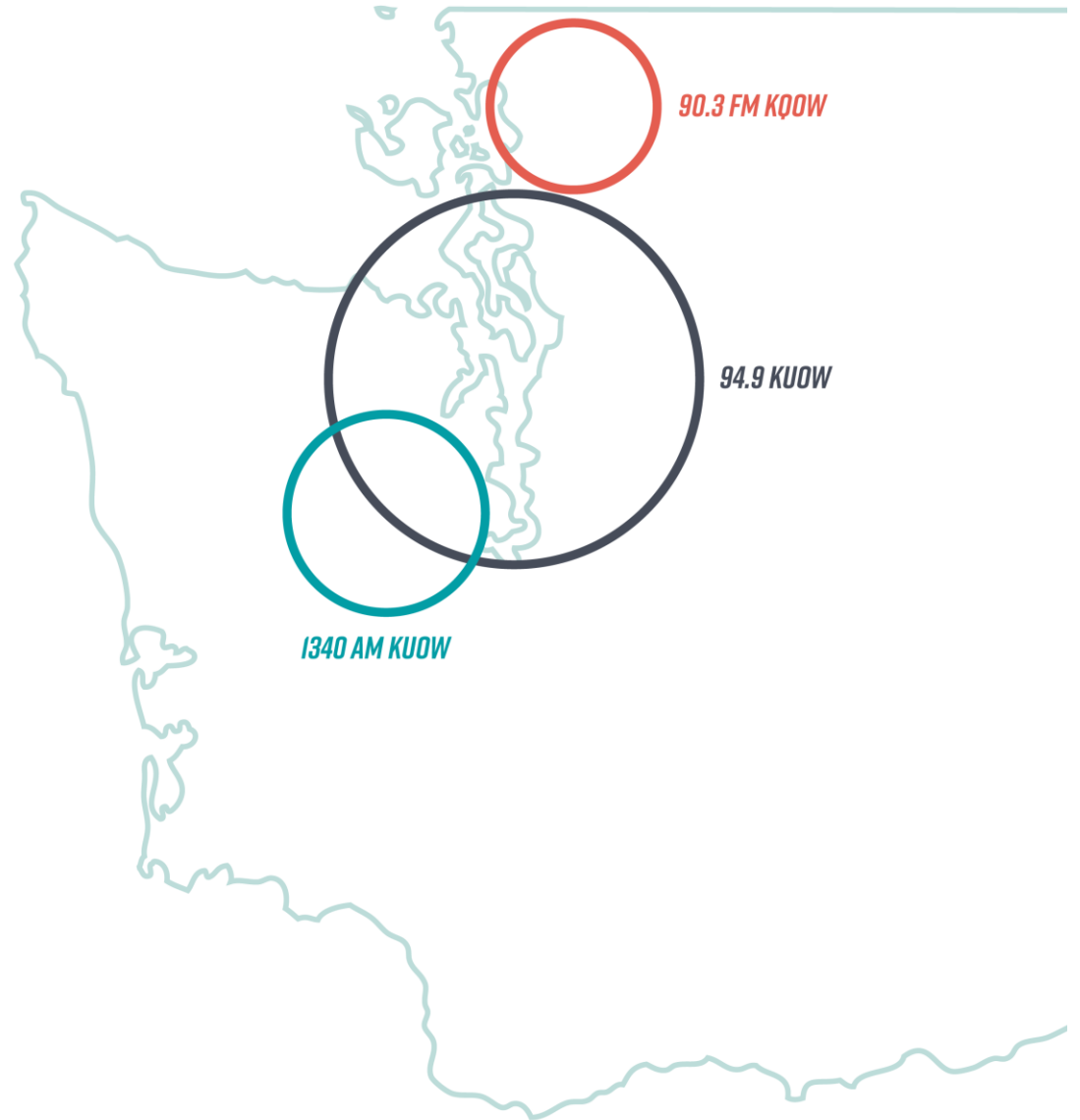
EVERETT, BELLINGHAM, SNOHOMISH, SKAGIT  
& ISLAND COUNTIES

### CENTRAL PUGET SOUND

SEATTLE, EAST KING COUNTY, CASCADE  
FOOTHILLS & OLYMPIC PENINSULA

### SOUTH PUGET SOUND

OLYMPIA, PIERCE, THURSTON, MASON  
& PACIFIC COUNTIES



# *DIVERSE PROGRAMMING*

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KUOW PROGRAMMING REFLECTS THE VOICE AND CHARACTER OF THE PUGET SOUND REGION.

*KUOW HAS STRATEGICALLY EXPANDED ITS NEWSROOM AND COMMUNITY ENGAGEMENT TO BRING YOU A DEEPLY CONNECTED AND LOYAL AUDIENCE.*

## KUOW ORIGINAL PROGRAMS & PODCASTS



### SOUNDSIDE

Get to know the PNW and each other. Hosted by Libby Denkmann, *Soundside* airs for one hour Monday through Thursday at 12 p.m. and 8 p.m.



### SEATTLE NOW

A 10-minute daily news podcast. KUOW's Patricia Murphy gives a rundown of the local headlines and one in-depth look at a story shaping the city.



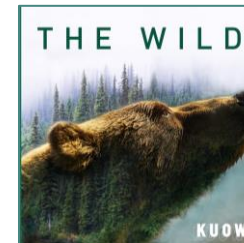
### WEEK IN REVIEW

Every Friday KUOW's Bill Radke makes sense of the week's news with a roundtable of local writers, leaders and reporters.



### RADIOACTIVE

Stories produced by students participating in our youth media program.



### THE WILD

Chris Morgan takes listeners around the world to explore the beauty and wonder of the outdoors and its inhabitants.



### SPEAKERS FORUM

Hear fascinating talks by authors, intellectuals, officials and regular folks with important stories recorded live all around Seattle.

*KUOW COMPLEMENTS  
ITS LOCAL FOCUS WITH* **AWARD-  
WINNING NATIONAL NEWS, TALK  
AND ENTERTAINMENT PROGRAMS  
FROM TOP MEDIA PRODUCERS.**

## NATIONAL PROGRAMS & PODCASTS



### ALL THINGS CONSIDERED

Local host Kim Malcolm guides listeners through the day's national and regional news.



### MORNING EDITION

Monday through Friday KUOW's Angela King brings you local and national news during NPR's Morning Edition programming.



### MARKETPLACE

Marketplace is the leading business news program in the nation. Host Kai Ryssdal and team explore how economic news affects you.



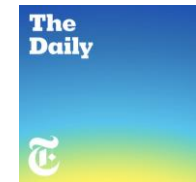
### MARKETPLACE TECH

Host Molly Wood helps listeners understand the business behind the technology that's rewiring our lives.



### THE NEW YORKER RADIO HOUR

The New Yorker's editor, David Remnick, presents a weekly mix of in-depth interviews, profiles, and short bursts of humor.



### THE DAILY

Twenty minutes a day, five days a week, hosted by Michael Barbaro and powered by The New York Times journalism.

## KUOW LIVE EVENTS SUCH AS:



### SEATTLE NOW TAPING

This fall, KUOW is debuting a new event: A live taping of the “Casual Friday” edition of KUOW’s popular *Seattle Now* morning news podcast.



### UNPACK THE STORY

KUOW’s “Unpack the Story” events bring the community together for discussions on important issues affecting our community. Our most recent Unpack event, hosted at Seattle Central Library, focused on the overdose crisis.



### YEAR IN REVIEW LIVE

This annual event is one of our most popular offerings! Every December, Bill Rake hosts a lively, humorous and interesting look-back at the year. The taping is aired the next day on Week in Review.

## PARTNER EVENTS SUCH AS:



### THE SPLENDID TABLE

In Spring 2022, KUOW partnered with The Splendid Table for an event on Seattle’s unique culinary scene. The event taping was later distributed nationally on The Splendid Table show and podcast.



### BBC ARTS ON TOUR

KUOW, APM, and the BBC World Service collaborated for a standing room only live taping of “The Arts Hour” in Columbia City. The event featured a panel of local artists and was distributed internationally on the BBC World Service.



### PMJA JOURNALISM TALK

KUOW and KNKX partnered for a special conversation featuring both station’s news directors and Tonya Mosely. The event was open to donors and attendees of the PMJA Journalism Conference.

# BROADCAST SCHEDULE

TIME	MONDAY - THURSDAY		FRIDAY	SATURDAY	SUNDAY
12:00 AM - 3:00 AM	BBC World Service BBC WORLD SERVICE				
4:00 AM	Morning Edition NPR / KUOW / APM			BBC World Service BBC WORLD SERVICE	
5:00 AM				Weekend Edition NPR	Weekend Edition NPR
6:00 AM					
7:00 AM					
8:00 AM					
9:00 AM	Here and Now WBUR			Hidden Brain Hidden Brain Media	Code Switch & Life Kit NPR
10:00 AM				Wait, Wait Don't Tell Me WBEZ / NPR	
11:00 AM	On Point WBUR			This American Life WBEZ	Wait, Wait Don't Tell Me WBEZ / NPR
12:00 PM	Soundside KUOW		Week in Review KUOW	Live Wire Radio INDEPENDENT	It's Been a Minute NPR
1:00 PM	BBC Newshour BBC WORLD SERVICE			The New Yorker Radio Hour WNYC	The Moth Radio Hour THE MOTH
2:00 PM	The Daily NYT			Week In Review KUOW	Snap Judgment SNAP JUDGEMENT STUDIOS
2:30 PM	Marketplace APM				

TIME	MONDAY - THURSDAY		FRIDAY	SATURDAY	SUNDAY
3:00 PM	All Things Considered <small>NPR / KUOW</small>			Throughline <small>NPR</small>	Radiolab <small>WNYC</small>
4:00 PM				Freakonomics Radio <small>WNYC</small>	TED Radio Hour <small>NPR</small>
5:00 PM				All Things Considered <small>NPR</small>	
6:00 PM	Today, Explained <small>Vox</small>			The Splendid Table <small>APM</small>	On the Media <small>WNYC</small>
6:30 PM	Marketplace <small>APM</small>				
7:00 PM	Fresh Air <small>WHYY</small>		Week in Review <small>KUOW</small>	KUOW Spotlight <small>VARIES</small>	Latino USA <small>FUTURO MEDIA GROUP</small>
8:00 PM	Soundside <small>KUOW</small>		Reveal <small>CENTER FOR INVESTIGATIVE REPORTING</small>	Fresh Air Weekend <small>WHYY</small>	Travel with Rick Steves <small>RICK STEVES</small>
9:00 PM	The Takeaway <small>WNYC</small>			BBC Arts Hour <small>BBC</small>	Sound Opinions <small>INDEPENDENT</small>
10:00 PM	As It Happens <small>CBC</small>			LA Theatre Works <small>INDEPENDENT</small>	BBC World Service <small>BBC WORLD SERVICE</small>
11:00 PM	Q from CBC <small>CBC</small>				





# *BUSINESS* TESTIMONIALS

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HUNDREDS OF LOCAL AND  
NATIONAL BUSINESSES TRUST  
KUOW TO AMPLIFY THEIR  
MESSAGES AND MAKE  
CONNECTIONS THAT COUNT.

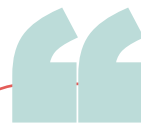
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Underwriting at KUOW really gets out the word! When we opened our new Main Street store in Edmonds last month, we had people stopping by to say they heard about it first on KUOW. Plus, we know our loyal shoppers appreciate our ongoing commitment to public radio—together we build strong, informed communities.



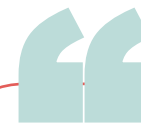
SOARING HEART NATURAL BEDS  
MIKE SCHAEFER,  
OWNER AND PRESIDENT



We were not getting great ROI in internet ad spends. Now that we are a business sponsor on KUOW, we honestly have too much business, and the people that are contacting us now are our ideal clients.



PHINNEY RIDGE PAINTING  
NIK PALLADINO,  
CO-OWNER



KUOW's reach and reputation help [the College of Science and Engineering] find a new generation of engineers, scientists, and computer scientists to continue our region's growth and development.



SEATTLE UNIVERSITY  
BRETT A. PRIM,  
DIRECTOR OF MARKETING  
AND RECRUITMENT





*THANK  
YOU*

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**CONTACT:**  
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