

Connect With the People Who Shape Chicago

ELEVATE YOUR BRAND WITH PURPOSE

WBEZ helps audiences and sponsors cut through the noise and make meaningful connections with ideas and each other.

TODAY'S SOPHISTICATED CONSUMERS

- Seek substance and truth
- Choose brands because of what they stand for
- Want to be represented, understood and inspired





Leaders and Decision Makers Rely on WBEZ

Committed to Chicagoans, WBEZ inspires original thought, nurtures the arts and guides important conversations. Our in-depth coverage helps people overcome rapid newsfeed overload and learn sought-after context and detail, empowering their decisions.

WBEZ DELIVERS A BROAD AND VITAL MIX

- Global, national and local stories
- Breaking news to current issues to pop culture
- Our local talk show *Reset* focuses on the news and conversations that matter most to listeners' day-to-day lives
- Original podcasts span investigative journalism, culture, identity, power, success and the Chicago Bears

Over **80** **YEARS**

Living an Educational Mission

Established in 1943 as an extension service of the Chicago Board of Education, WBEZ joined other nonprofit stations to charter NPR in 1970. Today, in collaboration with its more than 1,100 Member stations, NPR makes local stories national, national stories local and global stories personal.

A Legacy of Innovation

Continually Investing in New Ways to Engage Our Communities



WBEZ BIRTHS ICONIC PROGRAMS
Seminal storytelling *This American Life* and quiz show *Wait Wait... Don't Tell Me!* air on hundreds of public radio stations nowadays

1995-1998

Vocalo

WBEZ LAUNCHES NATION'S FIRST 24/7 NPR URBAN ALTERNATIVE FORMAT
Stations in other cities follow

2007



WBEZ MAINSTREAMS PODCASTING IN AMERICA
Serial amassed 1M listeners in its first month.
WBEZ continues to captivate listeners with originals: Interview show *Nerdette*, Chicago-centric *Curious City*, *Making* chronicled the rise of Obama, Oprah, Beyoncé

2014

CHICAGO SUN-TIMES

WBEZ STRENGTHENS LOCAL JOURNALISM
Acquisition by Chicago Public Media unites WBEZ and the *Chicago Sun-Times* in a transformational community-funded model for journalism

2022

Leading Change Through Human-Centered, Solutions Journalism

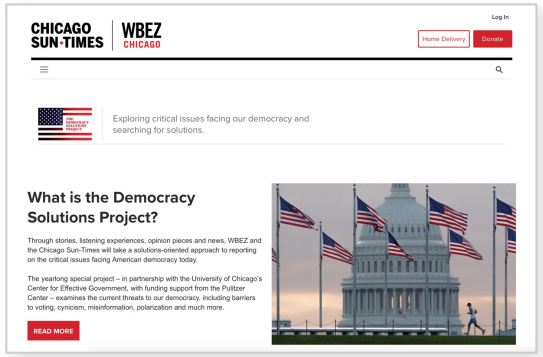
Sponsorship powers journalism that builds bridges between Chicagoans and their communities.

LARGEST AND MOST TRUSTED REGIONAL NEWSROOM

United under Chicago Public Media, the *Chicago Sun-Times* and WBEZ represent one of the country's largest local nonprofit news organizations. The transformative partnership underpins journalism's critical role to inform the public, strengthen local communities and safeguard democracy.

Collaboration Broadens Awareness and Impact

Hundreds of multimedia collaborations including



The Democracy Solutions Project takes a solutions-oriented approach to reporting on the critical issues facing American democracy. It examines topics such as barriers to voting, cynicism, misinformation, polarization and much more.



As a hub for arts and culture, the *Chicago Sun-Times*, WBEZ and music station Vocalo produce seasonal and topical guides that inspire Chicagoans to explore, such as the *Murals and Mosaics* weekly feature and interactive map. Interviews lend behind the scenes views and celebrate Chicago's makers, creators and visionaries, like in *Creative Chicago*.

Weekly Combined Audience | WBEZ and Chicago Sun-Times

Legacy Platforms

352K
WBEZ listeners

886K
Chicago Sun-Times
weekly print / e-paper readers

TOTAL WEEKLY AUDIENCE OF 4.7M+

Digital Platforms

1.1M
site visitors
suntimes.com and wbez.org

1.5M
social media followers

770K
newsletter subscribers

69K
podcast downloads

43K
app users

Sources: WBEZ cume - Nielsen, Chicago Metro, May 2024-May 2025, M-Su 6a-12a, P18+; *Chicago Sun-Times* readers - Scarborough Research, 2024 release 2; digital platforms - Google Analytics, June-November 2024; newsletter subscribers as of November 2024

WBEZ Is a News Leader

WBEZ is one of the **most listened-to news / talk radio stations in Chicagoland.**

#1
STATION IN THE MARKET
among postgraduates during commute times[1]

WBEZ delivers
30% of
all news listening
among college graduates[1*]

352K
different listeners tune in each week[2]

WBEZ delivers
20% of
all news listening[3]

Sources: 1. Nielsen, Chicago Metro, May 2024-May 2025, M-F 6a-10a, 3p-7p, P18+ with a post-graduate degree, * with a college degree and average share among news radio listeners; 2. Nielsen, Chicago Metro, May 2024-May 2025, M-Su 6a-12a, P18+; 3. Nielsen, Chicago Metro, May 2024-May 2025, M-Su 6a-12a, P18+ average share among news radio listeners

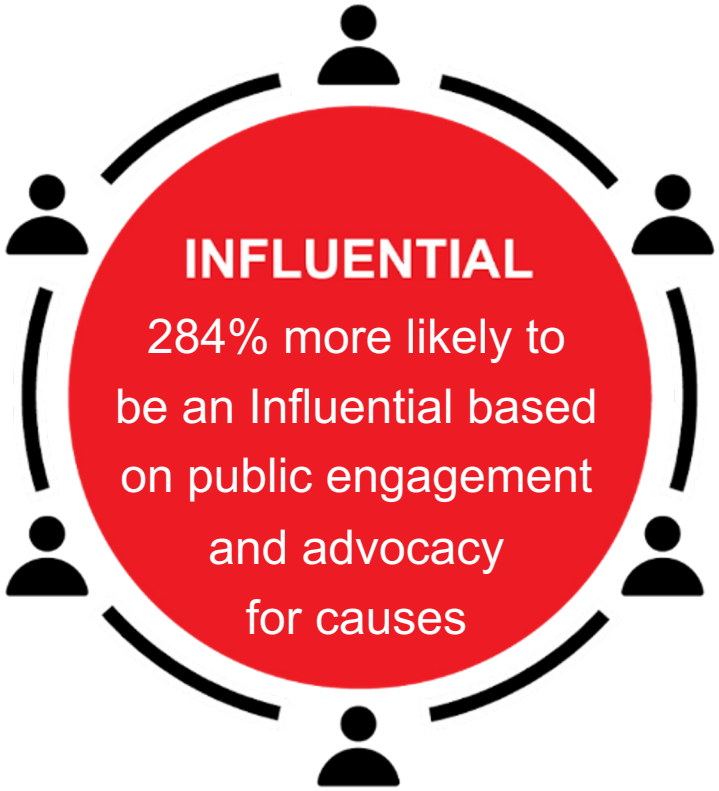
WBEZ Listeners Make Things Happen

EDUCATED

164% more likely to have a post-graduate degree

AFFLUENT

90% more likely to have a HHI of $250K+



CULTURAL

27% more likely to have purchased cultural event tickets online in the past 6 months

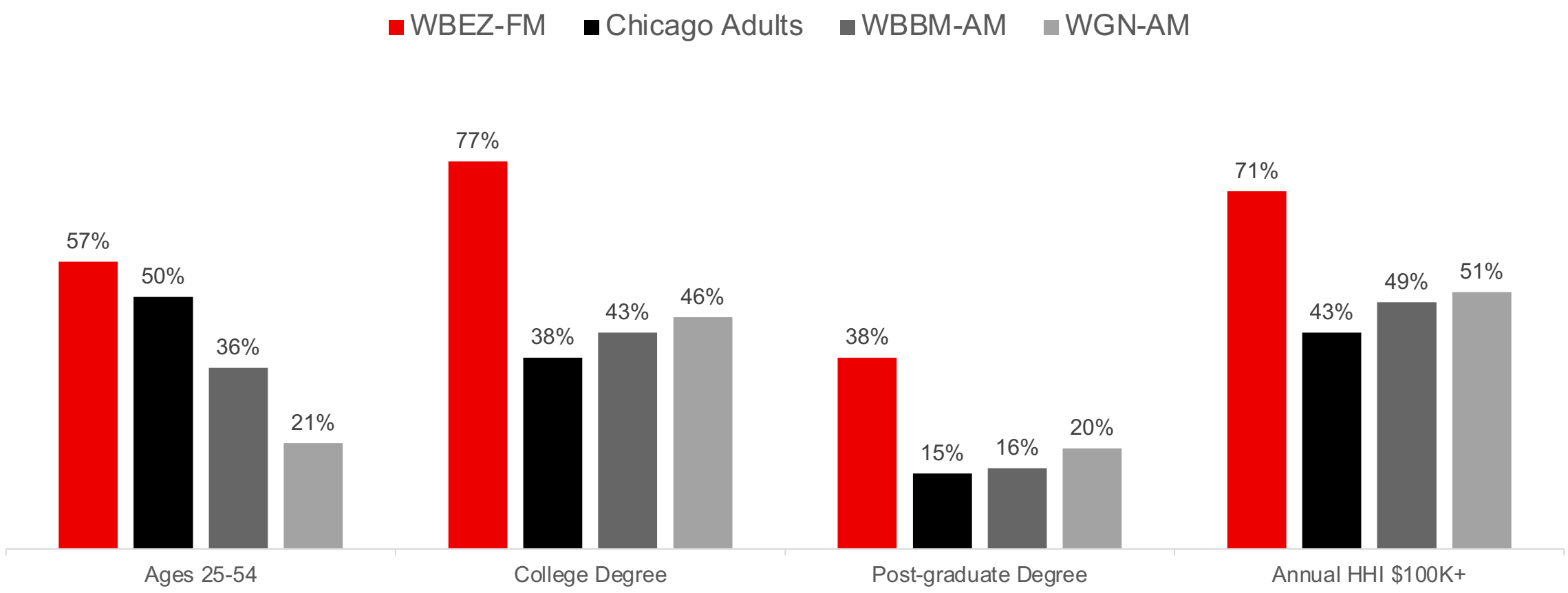
COMMUNITY MINDED

139% more likely to donate money or time to environmental causes

Sources: All stats from Nielsen, Scarborough Chicago Metro, R1 2025 February 2024-February 2025, P18+, except for Influential — MRI-Simmons Doublebase 2024, Base: Total U.S. Adults, NPR News listeners, MRI defines an Influential as someone who participates in three or more public activities that demonstrate uncommon engagement with their community.

WBEZ Delivers

The Youngest, Most Educated and Affluent



Source: Nielsen, Scarborough Chicago Metro, R1 2025 February 2024-February 2025, P18+



Loyal Listeners = High Efficiency Reach

A highly concentrated base of core listeners with a habit of daily listening makes WBEZ's reach more efficient than other news / talk stations. Every message packs a punch. Campaigns on WBEZ achieve effective reach and frequency sooner than on other stations.

3:30
hours / week
Average time spent listening

52%
core listeners
Prefer WBEZ to any other Chicago station

16%
exclusive listeners
Don't listen to other Chicago stations

Sources: Nielsen PPM, Chicago Metro, May 2024-May 2025, M-Su 6a-12a, P18+; Efficiency reach based on comparing number of public radio messages needed to commercials needed: Nielsen, Chicago Metro, Scarborough R1 2025 February 2024-February 2025, P18+

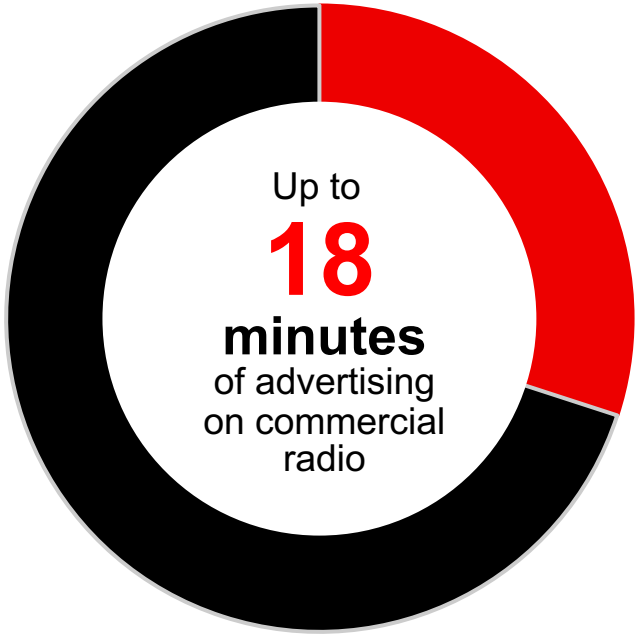
Stand Out With Public Radio

CLUTTER FREE

Listeners pay attention throughout short sponsorship breaks.
Concise, hype-free sponsorship messages win appreciation.



vs.



Average per hour



WBEZ Sponsorship Is Cause Marketing

73%

prefer to purchase
products and services from public radio sponsors

74%

hold a more positive opinion
of a company that supports public radio

86%

take action
in response to a public radio sponsorship message

Source: Kantar / Lightspeed Research, NPR State of Sponsorship Survey, June 2024

Multiplatform Marketing Deepens Connections

RADIO AND 24/7 AUDIO STREAMING	**563,700**	Monthly Unique Listeners	• :15 On-air messages • :15 Audio pre-roll messages at the stream beginning • 318,000 Monthly streaming sessions • 366,000 Monthly mobile app sessions
WEBSITE	**449,000**	Monthly Unique Visitors	• Display banners • 829,000 Monthly page views
PODCASTS	**435,000**	Monthly Downloads	• :15 and :30 Audio pre-, mid- and post-roll messages, varies by show
NEWSLETTERS	**419,000**	Unique Subscribers	• Sponsored content, display • Open rates range 42-47%

WBEZ TOTAL MONTHLY AUDIENCE OF 1.8M+

Radio / stream cume source: Nielsen Audio PPM, Chicago, May 2024-May 2025, M-Su 6a-12a, P18+; streaming sessions and mobile app sessions, September-November 2024; website visitors, June-November 2024; podcast downloads, February 2024-January 2025; newsletter unique subscribers across Rundown Daily, Rundown Weekly, Vocolo The Goods, Green Room, November 2024; Total monthly audience is the sum of each platform's audience: broadcast listeners, streamers, website visitors, podcast downloads and newsletter subscribers.

Unique Radio Messages

15-SECOND MESSAGES

We collaborate to craft the perfect message, in a hype-free tone that resonates with public media audiences.

NO PRODUCTION COSTS

WBEZ talent record and produce messages, resulting in consistent quality that keeps listeners engaged. Messages can be updated quickly and without cost.

NO POLITICAL ADVERTISING

Without political clutter, your message will be heard and won't risk harm in negative adjacency to political advertising.



Photo by Chicago Public Media

BOOSTING THE HALO EFFECT

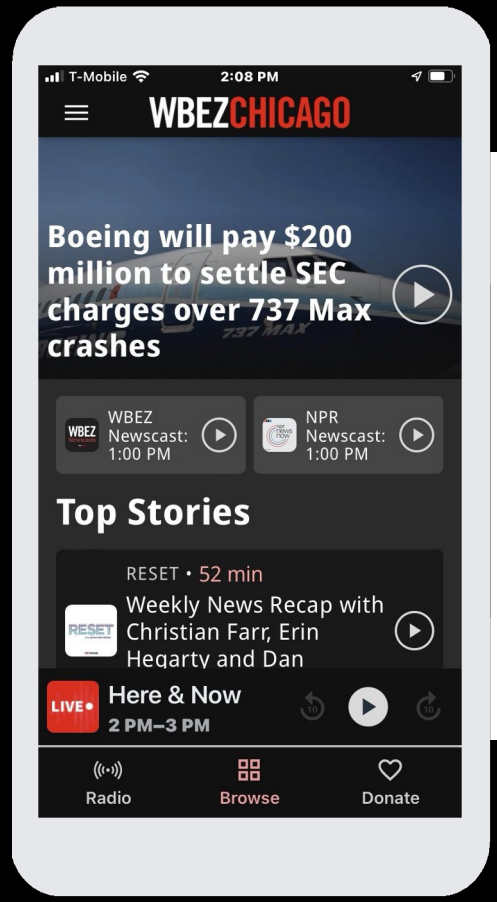
"WBEZ is supported by" precedes every message break. This reminds listeners of your contribution.

24/7 Audio Streaming

Gain Prominent Recognition at the Start of the Stream

318K
monthly streaming sessions

366K
monthly mobile app sessions



The WBEZ app delivers content on-demand with **over 200,000 shows, stories and podcasts** available at the tap of a finger. Listeners tune in live or listen to shows that just aired with the rePlayer feature.

15-SECOND AUDIO PRE-ROLL

WBEZ listeners can access the stream from their computer, smart speaker, phone, car and through the WBEZ app. Whichever way they connect, they'll hear your message before the live programming begins.

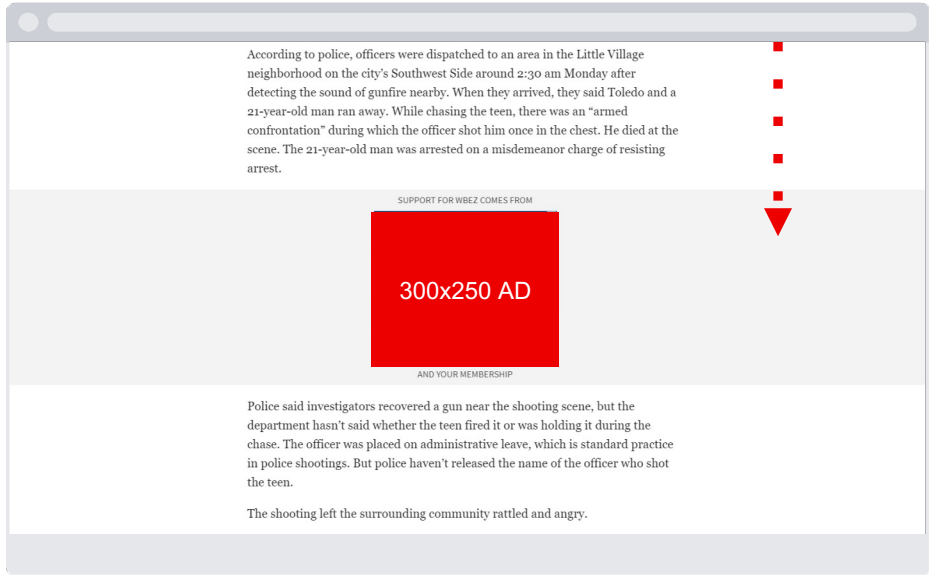
Source: Digital metrics internally sourced, September-November 2024

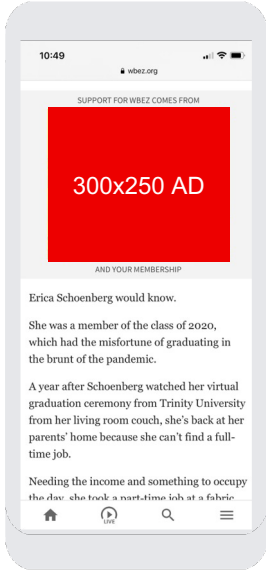
WBEZ.org Display

Associate Your Business With Credible Content in a Brand Safe Environment

300x250 BANNER ADS

Appear on desktop, smartphone and tablet





449K **monthly unique visitors[1]**

829K **monthly page views[1]**

74% of consumers say it is important to them that ad funding* supports responsible journalism[2]

70% of consumers are likely to trust a brand whose ads appear on credible news sites[2]

Sources: 1. Digital metrics internally sourced, June-November 2024; 2. Integral Ad Science, The State of Brand Safety, January 2024
* WBEZ is a nonprofit which accepts corporate sponsorship, not ads

Podcasts

Immersive Listening Makes Your Message Memorable

Sponsorship of *The Rundown, Reset* and other WBEZ podcasts extends your reach on the fastest-growing audio platform. Our podcasts provide connection to influential consumers at home, work and play — and all points in between.

435K
monthly downloads[1]

15- OR 30-SECOND AUDIO

Pre-roll, mid-roll and post-roll placements vary by show.

- Two-thirds of podcast listeners do not skip ads.[4]
- Listeners appreciate WBEZ's short sponsor messages and are less likely to skip them.









NPR PODCAST AUDIENCE

76%
have taken action in response to a sponsorship message[2]

% more likely than the U.S. population[3]	
+85%	Earn a household income of $150K+
+66%	Have a work role as top management
+60%	Have a post-graduate degree

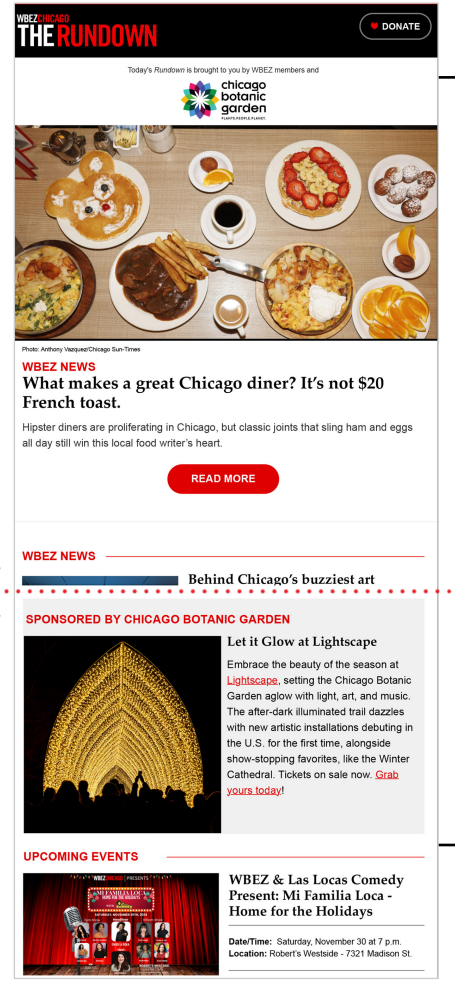
Sources: 1. WBEZ podcasts average monthly downloads, internal analytics February 2024-January 2025; 2. NPR Podcast Sponsorship Survey, February 2022; 3. MRI-Simmons Podcast Study, April 2024, Base: Total U.S. Adults; 4. Edison and NPR, Radio: Live On Air and Everywhere 2021

Newsletters

Expand Your Message With Sponsored Content

Newsletter	Sends	Subscribers	Open Rate
The Rundown A succinct distillation of the five biggest local, national and international stories of the day	5x per week, daily afternoons, Monday-Friday	**293K**	**42%**
Weekly Rundown A recap of the week's news and featured stories	1x per week, Saturday	**345K**	**47%**
Green Room An insider report of what's happening in Chicago's performing and visual arts	1x per week, Thursday	**19K**	**43%**

Source: June-November 2024, Subscribers are opt-in and verified



NEWSLETTER SPONSORSHIP INCLUDES:

- **Sponsor logo placement at top**
- **Sponsored Content** block and image within newsletter
- 100% share-of-voice per send

Newsletters | Local Deals

INCENTIVIZE BUSINESS VIA THE SUN-TIMES AND WBEZ LOCAL DEALS NEWSLETTERS

The Local Deals Newsletters offer sponsors opportunities to attract Sun-Times and WBEZ audiences with exclusive deals and discounts, cultivating loyalty and fueling engagement by tapping into a thriving community of subscribers.

Sent on the third Thursday of every month

639K

combined subscribers

32% **open rate**

Two Options



EXCLUSIVE SPONSOR
1200x600 image or logo
100% share-of-voice per send



1 OF 4 SPONSORS
300x300 image or logo
25% share-of-voice per send

Source: December 2024-February 2025

WBEZCHICAGO

Creatives Love Vocalo

CHICAGO'S URBAN ALTERNATIVE

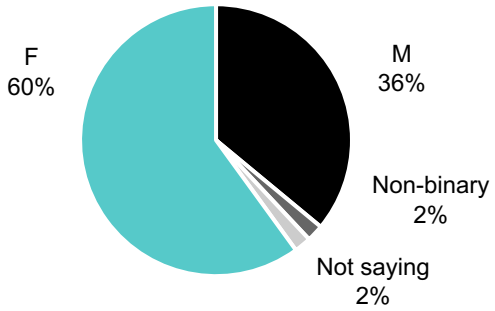
Music discovery and cultural expression

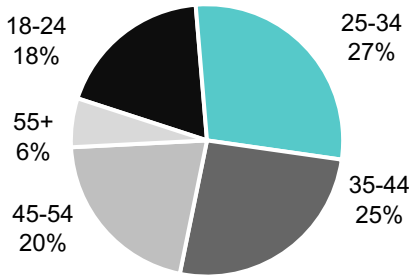
- A live stream curated by local hosts focusing on R&B, Hip-Hop, Dance music and local artists

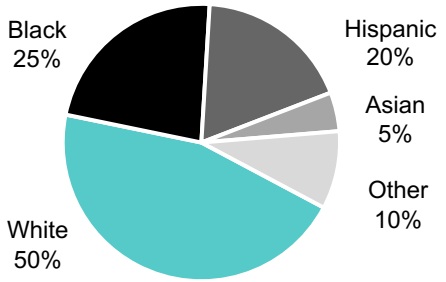
A platform for voices that enriches Chicago culturally and socially

- Conversations about pop culture, trending news, daily happenings in Chicago
- Interviews with musicians, artists, cultural and social changemakers
- Vocalo features air on WBEZ

VOCALO AUDIENCE SNAPSHOT







Source: Vocalo audience survey, Chicago Public Media, 2024, Within other races - 4% Middle Eastern or N. African, 4% Native American or Alaskan, 2% Native Hawaiian or Pacific Islander; Photo by Vocalo

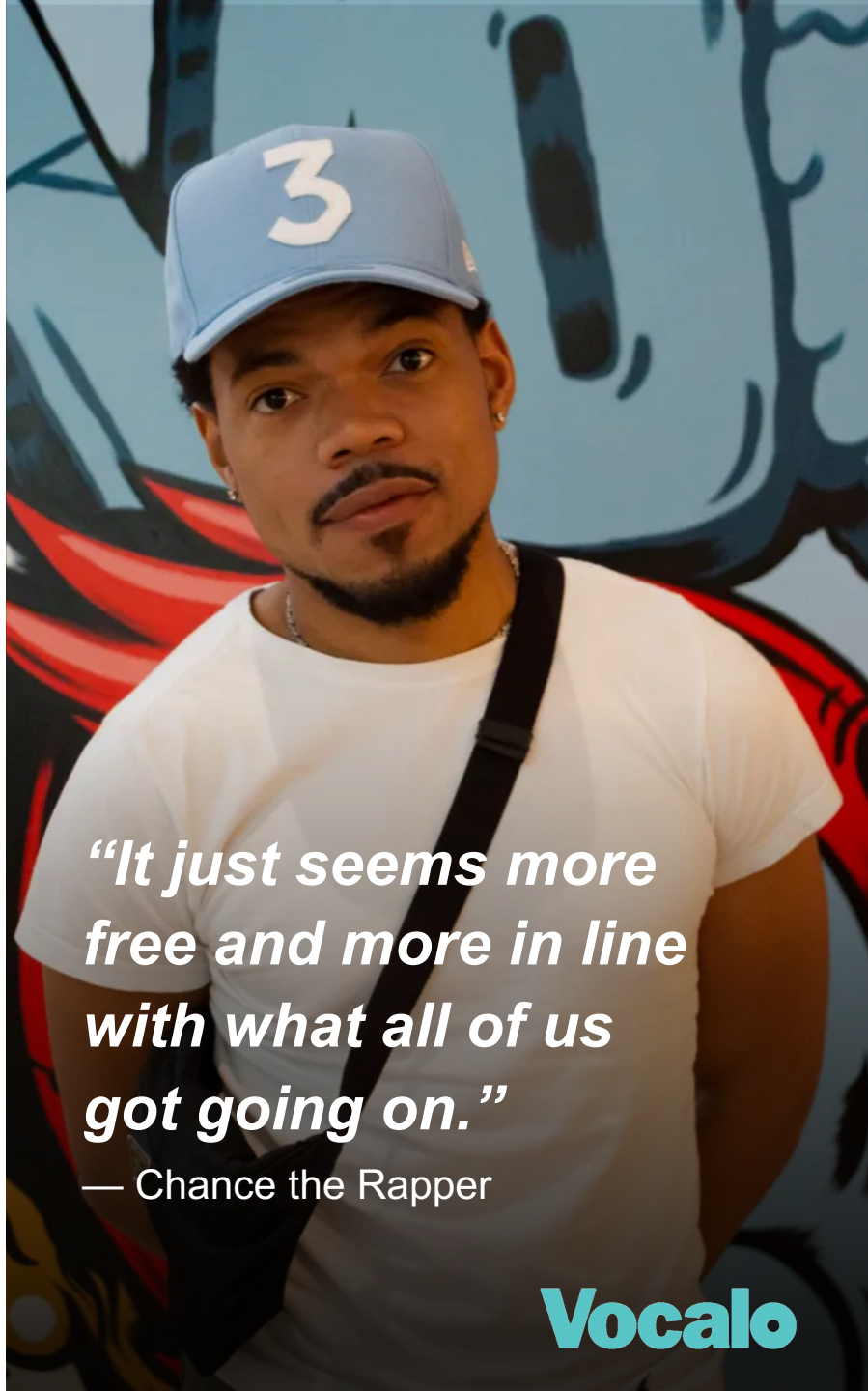




Photo © Chicago Public Media

Vocalo
provides a platform for underrepresented voices and perspectives in the media and encourages community engagement and social awareness."

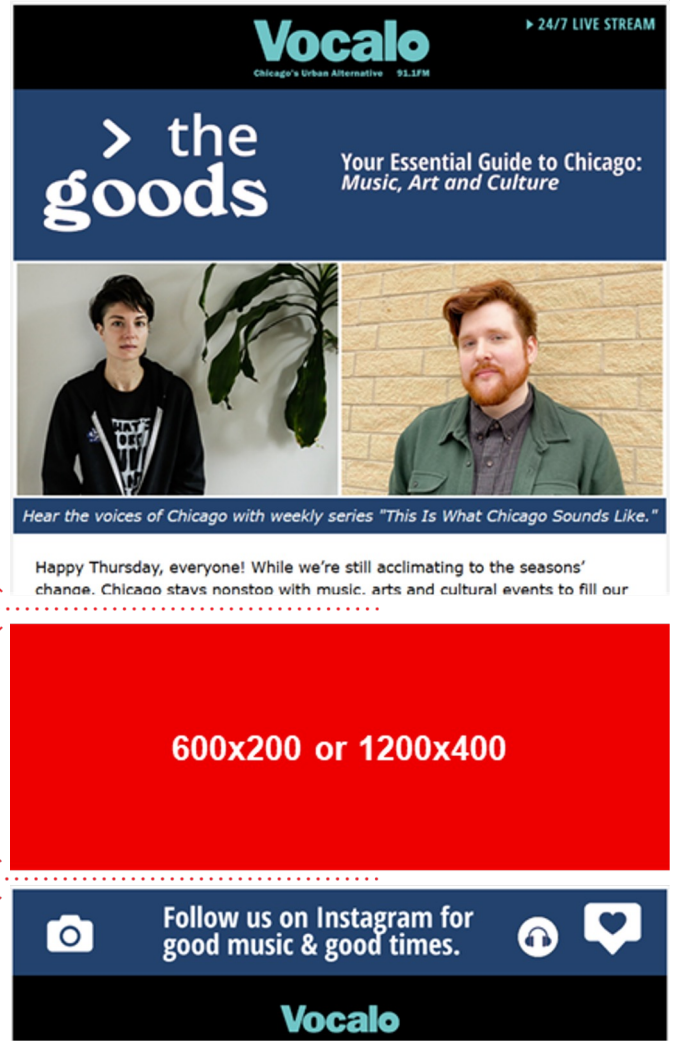
Listeners Say

"Vocalo is an excellent resource for discovering emerging artists and underground musicians not typically found on commercial radio or mainstream publications."

"A station that plays a lot of underground music and recognizes local talent. …That sheds light on a lot of interesting goings-on and examines issues affecting our great city. Vocalo is Chicago's hope for the future!"

Vocalo

Newsletter | The Goods



Inspire Cultural Chicagoans

As the only sponsor for the day, your message will be memorable to readers in discovery mode. *Vocalo's The Goods* is their guide to the best music, events, performances, art and culture that Chicago has to offer.

Sent weekly on Thursday at noon

52K
subscribers

45%
open rate

- **600x200 or 1200x400 DISPLAY**
- 100% share-of-voice per send

Source: Salesforce Marketing Cloud, November 2024

Vocalo

Let’s discuss your marketing goals.

Reach out to learn how our expansive multimedia portfolio across the *Chicago Sun-Times*, WBEZ and Vocalo can help.

Email us

WBEZ / Chicago Public Media
Navy Pier | 848 East Grand Avenue | Chicago, IL 60611
312.948.4600 extension 5 | wbezsponsor.org

ChicagoPublicMedia
CHICAGO SUN-TIMES | WBEZCHICAGO

Our mission is at the heart of WBEZ Chicago.

We fulfill our mission at WBEZ by serving as a cornerstone of the public conversation; as a central pillar of our civic community; and by reasserting ourselves as the heart of innovation within public media.

We amplify the public conversation by telling the stories that matter; stories that provoke thought, entertain, capture emotion and inspire action.