



national public media



NMI: The Value of Adding NPR to your Media Plan



A More Effective Media Plan for Financial Services Brands

The Value of Reallocating Budget to the NPR Podcast Network

The Problem: A TV Over-Purchase

Inefficient Saturation

The \$1.8M TV-only plan, which included buys on Fox Business News and CNBC, has an average frequency of 9.59.

This is a classic sign of an over-purchase, hitting the same niche audience repeatedly and leading to wasted spend.

Diminishing Returns

Despite the high frequency, the plan only reaches 4.04% of the demographic.

This proves we've hit a wall: spending more on TV (Fox Business News & CNBC) won't find new, high-value customers. It just annoys the ones we already have.

The Strategic Shift: Optimization

The Solution: Optimize, Don't Increase

The solution is not to increase the budget, but to optimize it. By reallocating 22.4% (\$404,865) of the existing \$1.8M budget from saturated TV (Fox Business News & CNBC) to strategic NPR Podcast Network, we create a more balanced and effective plan.

↳ **22.4%**

of budget reallocated to NPR podcasts

Plan Comparison: At a Glance

Metric	Plan 1: TV Only (Fox Business News & CNBC)	Plan 2: TV (Fox Business News & CNBC) + NPR Podcast Network	Change
Total Budget	\$1,809,167	\$1,809,167	\$0
Total Impressions	48.5M	51.0M	+2.5M
Avg. Frequency	9.59	6.28	-34.5%
Net Reach (1+)	5.06M	8.12M	+60.5%
Eff. Reach (3+)	2.57M	4.36M	+69.8%

NPR Podcast Network's Strategic Value



Incremental Reach

The NPR Podcast Network finds audiences TV (Fox Business News & CNBC) cannot. It reaches "light TV viewers" and connects during screen-free moments like commutes and exercise.



High Engagement

NPR Podcast Network listeners are highly engaged and often listen without distraction. This "lean-in" mindset is ideal for complex financial messaging.

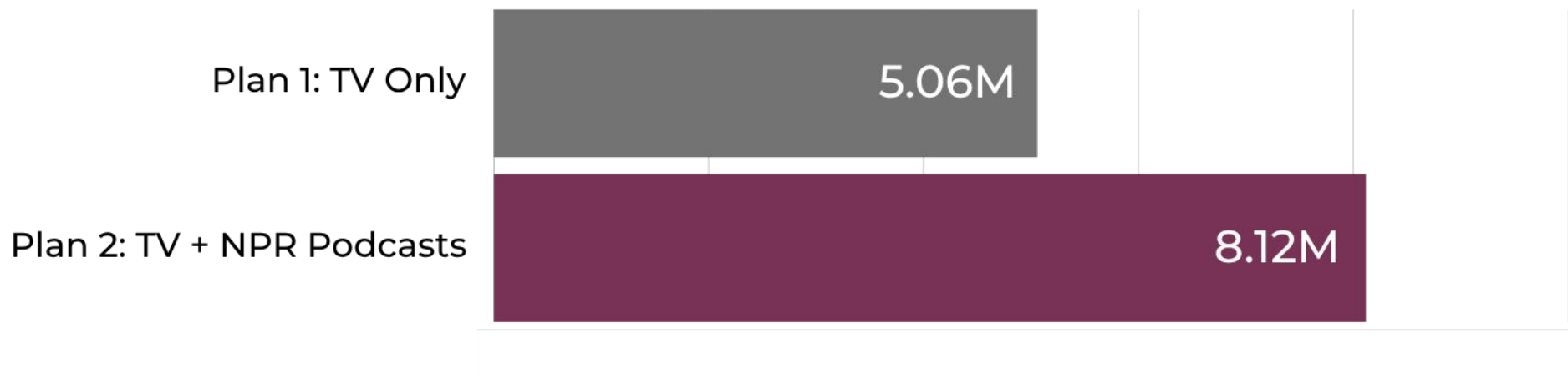


The NPR Halo Effect

Sponsoring NPR content aligns the financial services brand with trust, education, and high-value, affluent decision-makers.

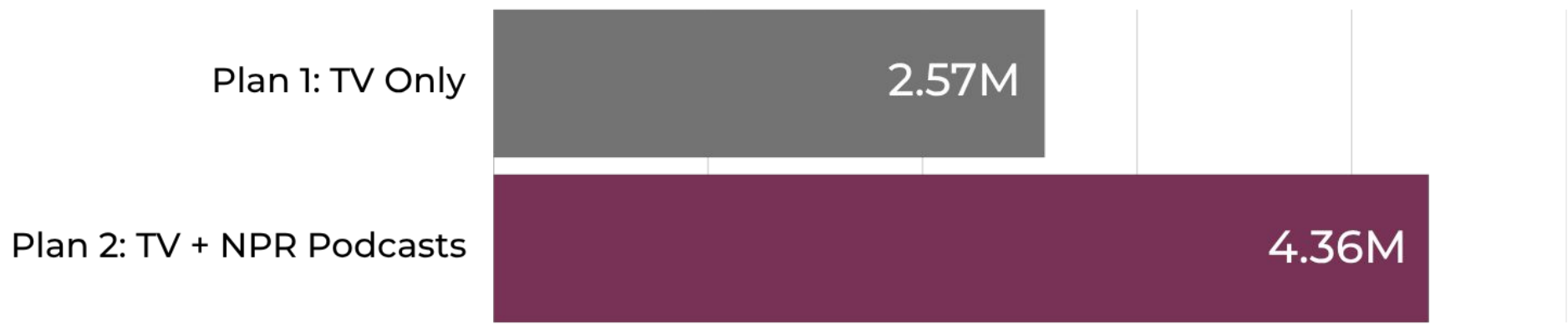
Deeper Dive: Net Reach (1+) Growth

By adding the NPR Podcast Network, the plan reaches an **additional 3.06 Million people** (a +60.5% increase) for the same total budget.



Deeper Dive: Effective Reach (3+) Growth

Effectiveness skyrocketed. The new plan reaches **1.79 Million more people** at an effective frequency (a +69.8% increase).

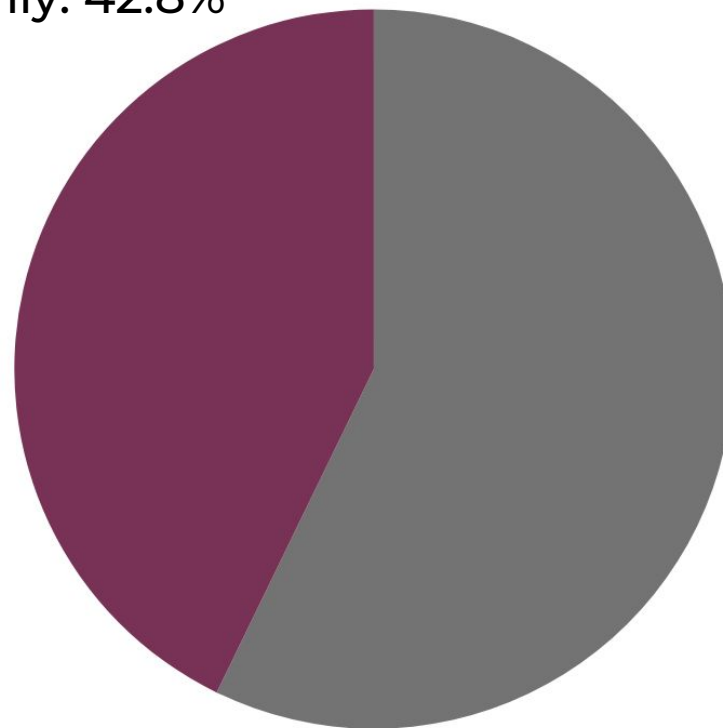


The Power of Incremental Reach

Of the 8.12M people reached by the new plan, **42.8% (3.48 Million people) were only reached because of the NPR Podcast Network** investment.

This is an audience TV (Fox Business News & CNBC) completely missed.

Incremental –
NPR Podcast
Network Only: 42.8%



Reached by TV: 57.2%

The NPR Audience Advantage

Why NPR?

The NPR audience is a perfect fit for financial services brands. They are affluent, educated, and influential decision-makers. Sponsoring NPR builds a 'halo effect' of trust and credibility, aligning your brand with respected, high-quality content.



Optimizing for Efficiency






Better Frequency

The new plan reduces average frequency from a saturated 9.59 to an efficient 6.28. We stop wasting money on ad fatigue and reinvest those dollars into finding new, unreached customers.

Better Cost-Per-Reach

The original plan's Cost-Per-Person (1+) was \$0.36. The new, optimized plan is more efficient, driving the *overall* Cost-Per-Person (1+) down to \$0.22. We are reaching more people for less cost per person.

Summary: The Winning Plan

-  Reaches **3.06 Million MORE people** (a +60.5% increase).
-  Reaches **1.79 Million MORE people effectively (3+)** (a +69.8% increase).
-  Finds **3.48 Million new customers** that the TV-only plan could not reach.
-  **Lowers the overall Cost-Per-Person by 37%** (from \$0.36 to \$0.22).
-  Achieves all of this for the **exact same total budget.**

A More Effective Media Plan for Professional Services Brands

How the NPR Podcast Network Makes a Big TV Budget Work Harder

The Baseline: A \$4.45M Broad TV Investment

The TV buy was spread across these 14 premium broadcast and cable networks:

- | | |
|----------------------------|--------------------|
| ABC Broadcast | MSNBC Cable |
| CBS Broadcast | ESPN Cable |
| NBC Broadcast | ESPN2 Cable |
| FOX Broadcast | NFL Network Cable |
| CNBC Cable | TBS Network Cable |
| Fox Business Network Cable | History Cable |
| Fox News Channel Cable | Food Network Cable |

The Challenge and The Solution



The High-Cost, Broad Buy

Spreading the \$4.45M budget across so many networks resulted in a foundational reach of 13.42% (16.8M people), but at a very high cost.



The Problem: Low Frequency

The buy was spread too thin. It delivered a low average frequency of 2.68 at a very high \$98.90 CPM, failing to build the frequency needed for a real impact.



The Strategic Addition

By adding a small, strategic 8.3% (\$405k) layer of the NPR Podcast Network, we don't just add reach—we make the entire \$4.45M TV spend more effective.

Plan Comparison: At a Glance

Metric	Plan 1: Baseline TV Buy	Plan 2: Baseline TV + NPR Podcast Network	Change
Total Budget	\$4,451,572	\$4,856,589	+\$405,017
Net Reach (1+)	16.81M	17.60M	+796,000
Eff. Reach (3+)	4.17M	4.60M	+426,000

Finding New Customers: Incremental 1+ Reach

The 8.3% NPR Podcast Network investment finds an **additional 796,000 customers** that the entire \$4.45M broad TV buy did not reach.



Building Impact: Incremental Effective Reach (3+)

More importantly, the NPR Podcast Network layer moves an additional **426,000 people into the effective (3+) frequency zone**, making them more likely to act.



The Perfect Fit: Why NPR for Professional Services Brands?



B2B Decision-Makers

NPR listeners over-index for C-suite and management. These are the people who sign high-value logistics and shipping contracts.



High-Value Consumers

The NPR audience is affluent and educated. They are high-volume e-commerce shoppers and small business owners – key target customers.



The NPR Halo Effect

Aligning the brand with NPR's trusted, credible content reinforces the brand's core promise of reliability.

An Efficient & Strategic Addition





Cost-Per-New-Customer (1+)

The cost to acquire one *new* person (1+) that TV missed was \$0.51 via the NPR Podcast Network investment. This is an efficient way to find hard-to-reach audiences.

\$ Cost-Per-New-Customer (3+)

The cost to move one *new* person into the effective (3+) category was \$0.95. This is a highly effective investment in moving customers from awareness to consideration.

Summary: A Stronger, Smarter Plan

-  Finds **796,000 new customers** that the \$4.45M broad TV plan missed.
-  Moves **426,000 more customers** into the effective reach (3+) zone.
-  Strategically targets **high-value** B2B decision-makers and affluent consumers.
-  **Makes the entire \$4.45M TV investment work harder by efficiently building frequency.**

Thank You.

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