



# **NMI: The Value of Adding NPR to your Media Plan**

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# 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
<b>Total Budget</b>	\$1,809,167	\$1,809,167	\$0
<b>Total Impressions</b>	48.5M	51.0M	+2.5M
<b>Avg. Frequency</b>	9.59	6.28	-34.5%
<b>Net Reach (1+)</b>	5.06M	8.12M	+60.5%
<b>Eff. Reach (3+)</b>	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.

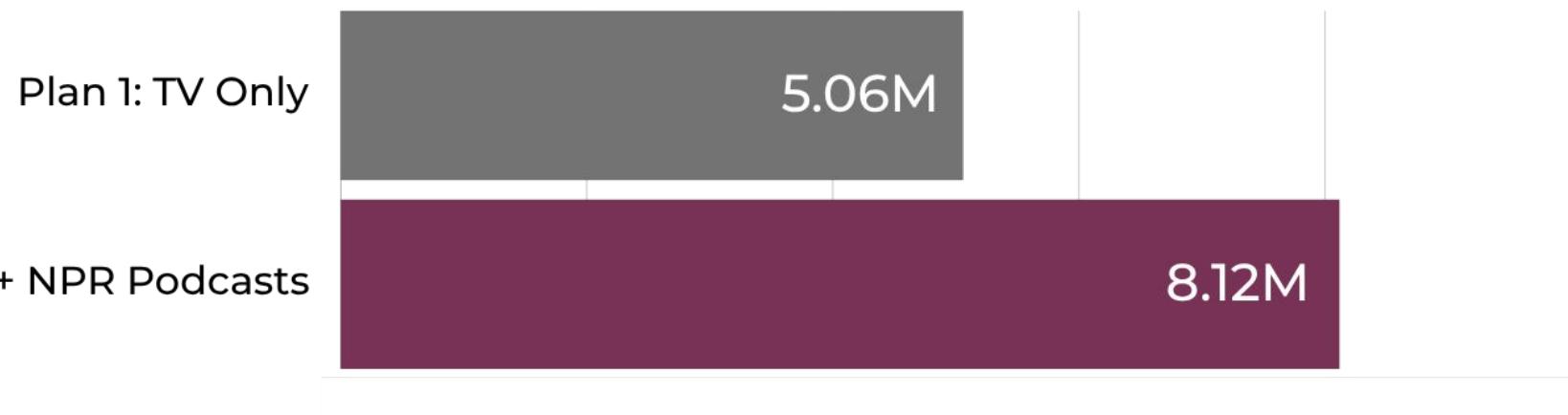


## The NPR Halo Effect

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

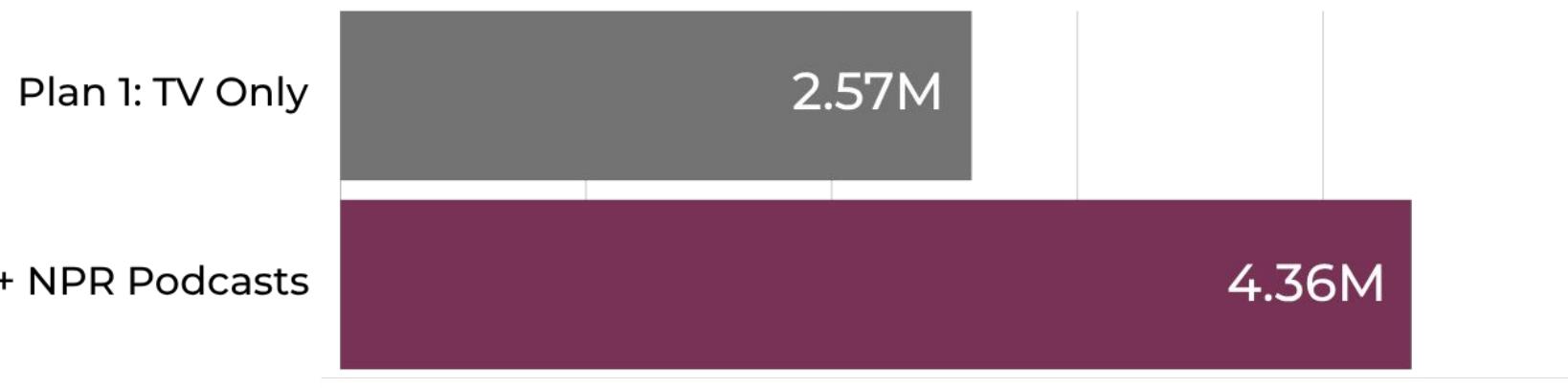
# Deeper Dive: Net Reach (1+) Growth

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).

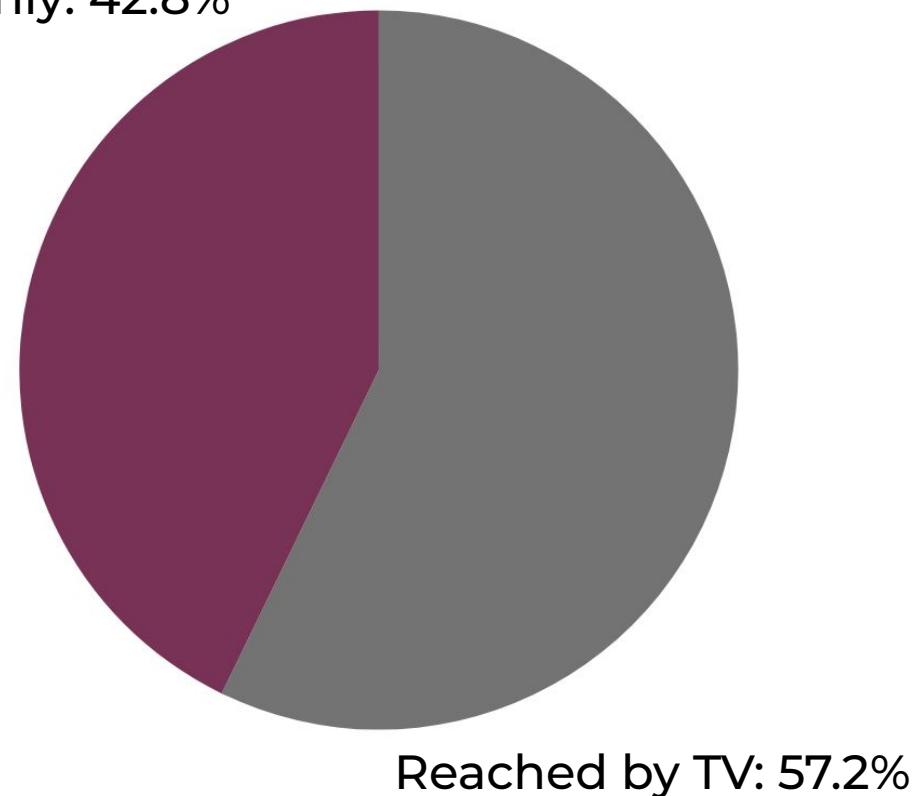


# The Power of Incremental Reach

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%



# 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

## 1+ 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
<b>Total Budget</b>	\$4,451,572	\$4,856,589	+\$405,017
<b>Net Reach (1+)</b>	16.81M	17.60M	+796,000
<b>Eff. Reach (3+)</b>	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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