

ELEVATE YOUR BRAND WITH PURPOSE

KCUR and Classical KC Inform and Inspire Decision Makers



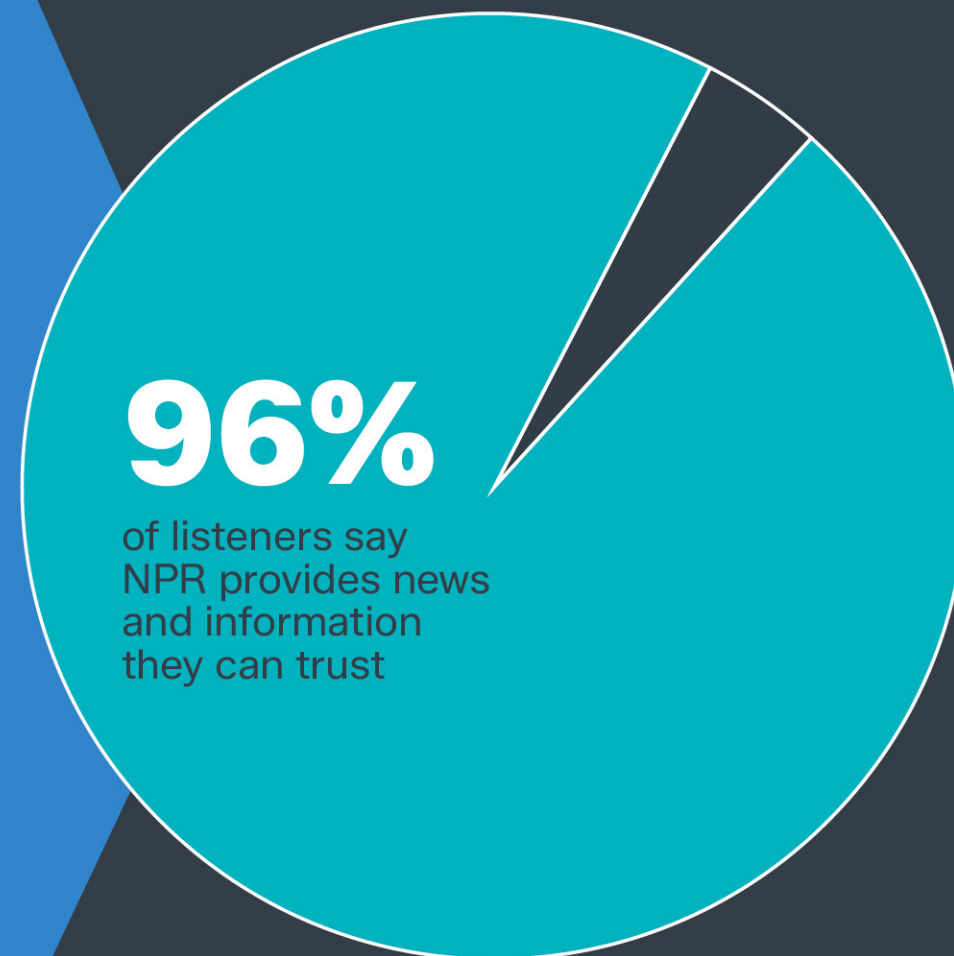
KCUR

n p r

91.9
CLASSICAL
KC

Marketers love our unique **built-in trust, influential audiences, and memorable messaging environment** — on air, across digital platforms and at events.

From brand awareness to customer acquisition to packing your events, rely on community-powered **KCUR and Classical KC.**



LEADERS AND LEARNERS RELY ON KCUR

NPR FOR KANSAS CITY

Influential leaders and lifelong learners rely on KCUR for in-depth news and diverse perspectives to inform their decisions and make the day more meaningful.

KCUR DELIVERS A BROAD AND VITAL MIX

- Global, national and local stories
- Breaking news to current issues to pop culture

LOCAL INDEPENDENT JOURNALISM

- Award-winning news team immersed in Kansas City
- *Up To Date* focuses on pressing issues and topics that impact the lives of the Greater Kansas City region, including politics, government, economics, planning and design, health, education, and entertainment.

Photo Credit: NPR / NPR by Mr.TinDC via Flickr

NPR® | INDEPENDENT,
NONPROFIT MEDIA
ORGANIZATION

55+ YEARS
LIVING ITS MISSION
TO CREATE A MORE
INFORMED PUBLIC



CULTURAL ENTHUSIASTS **LOVE CLASSICAL**

KANSAS CITY'S ONLY CLASSICAL MUSIC STATION

Whether seeking a mood shift, inspiration or new discoveries, musicians and fans know Classical KC will fulfill their craving for classical music. Knowledgeable and passionate hosts mix pieces old and new in their playlists.

Classical KC nurtures the performing arts, making it an indispensable marketing partner for arts and cultural organizations. Businesses of all types benefit from tapping into the immense purchasing power of classical music audiences.

Photo by Omar Flores on Unsplash

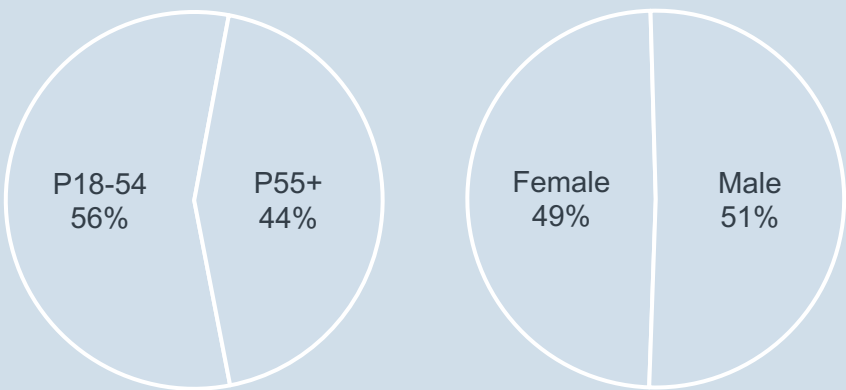


THINKERS AND DOERS WHO SPREAD YOUR MESSAGE

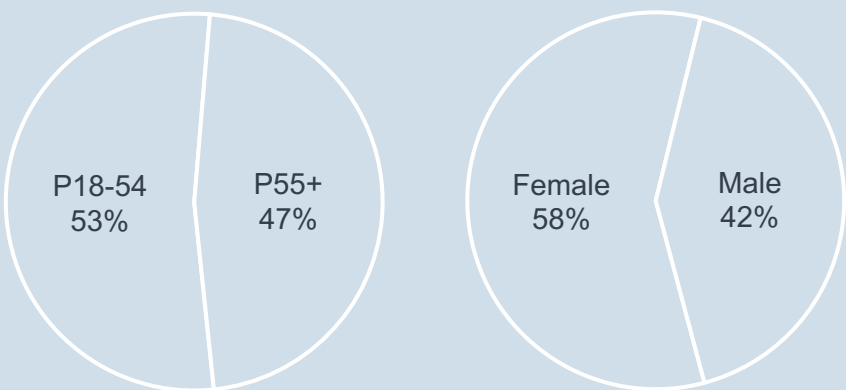
	% MORE LIKELY	
	KCUR	CLASSICAL KC
EDUCATED Have a postgraduate degree or have done postgraduate work	23%	57%
AFFLUENT Earn a household income of \$100K+	22%	25%
INFLUENTIAL Senior executive (CEO, CFO, VP)	65%	249%
CULTURAL Attend live theater	35%	74%
COMMUNITY MINDED Donate to environmental causes	74%	80%

Source: Nielsen, Kansas City Metro, Scarborough R1 2026 March 2025-March 2026, P18+, KCUR listeners, Classical KC (KWJC) listeners, compared to the average adult

KCUR



91.9
CLASSICAL
KC



LOYAL NEWS LISTENERS

NOT FOUND ELSEWHERE



92% of KCUR listeners
DO NOT LISTEN
TO ANY OTHER
NEWS / TALK
STATION
IN KANSAS CITY ¹



#2 STATION
IN THE KANSAS
CITY METRO
among
college graduates ²



47% of KCUR
listeners
PREFER KCUR
to any other Kansas
City station ³



4:15
HOURS
WEEKLY
Time spent
listening ⁴

Sources: Nielsen Audio PPM, Kansas City Metro, July 2025-June 2026, M-Su 6a-12a, P18+, 1. unduplicated audience; 2. P18+ with a college degree, AQH persons, KCUR-FM & KCUR-FM stream; 3. Nielsen, Kansas City Metro, Scarborough R1 2026 March 2025-March 2026, P18+; 4. KCUR-FM & KCUR-FM stream, average weekly time exposed

A person is painting a mural on a wall. The mural features the words "ALL COLORS" and "CLASS" in a stylized, hand-painted font. The person is wearing a blue t-shirt and is using a paintbrush to apply paint to the wall. The background is a bright blue sky with some green foliage visible at the top.

PUBLIC MEDIA SPONSORSHIP IS CAUSE MARKETING

84%

TAKE ACTION

in response to hearing an
NPR sponsorship message

79%

**HOLD A MORE
POSITIVE OPINION**
of a company that
supports public radio

77%

PREFER TO PURCHASE
products and services
from public radio sponsors

STAND OUT

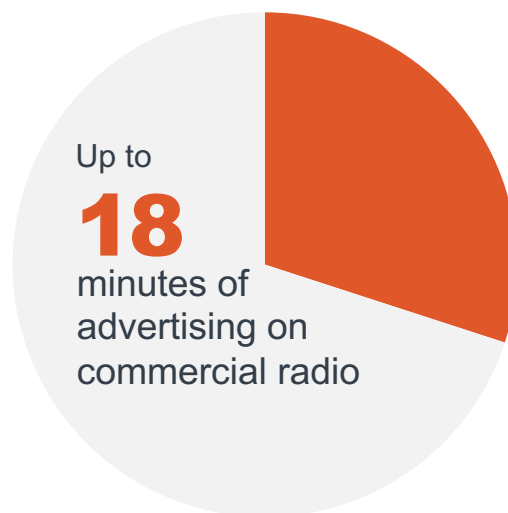
WITH PUBLIC MEDIA

Listeners pay attention throughout short sponsorship breaks.
Hype-free, 15-second sponsorship messages win appreciation.

IN A TYPICAL HOUR



vs.



LEVERAGE CONTEXTUAL ALIGNMENT

Strengthen your ties to communities united by topic and KC pride.



Up To Date

Daily conversations focus on what's happening in our region and how it affects our lives. Through interviews with artists, lawmakers, experts and everyday residents, plus original reporting from the KCUR newsroom, *Up To Date* keeps Kansas City connected.

Demonstrate your commitment to Kansas City communities and local journalism as a sponsor.



Marketplace

As the most widely consumed economic news program in the country, *Marketplace* educates audiences about economic forces that touch their daily lives through unorthodox stories, casual conversation and the unexpected angle.

Make a positive impact among decision makers, business professionals and leaders.

News Desk Sponsorships

Through the depth and cumulative coverage of dedicated reporting, KCUR helps people increase understanding of topics significant to well-being in the region. Desks include:

- Education
- Health
- Arts & Life

Category exclusive Desk Sponsorships present alignment with niche content and audiences who are passionate about it.

ENGAGE KANSAS CITY'S EMERGING LEADERS

Generation Listen, KCUR's premier young professionals' network, fosters deep connections to local culture and civic life throughout Kansas City.

Throughout the year, KCUR Gen Listen hosts gatherings like trivia nights, civic conversations and podcast parties. Its signature annual Family Dinner brings together supporters, local chefs, community leaders and public media advocates. Succulent storytelling accompanies the flavorful feast in an unforgettable evening.

Cultivate brand loyalty as an advocate for in-person experiences that help young professionals achieve success and strengthen their communities.

DEEPEN CONNECTIONS

ACROSS PLATFORMS, KCUR AND CLASSICAL KC ENGAGE A
TOTAL MONTHLY AUDIENCE OF 1M+

Radio and 24/7 Audio Streaming	184,100	monthly unique KCUR listeners	:15 on-air messages
	85,000	monthly unique Classical KC listeners	:15 audio pre-roll messages at the stream beginning 295,000 monthly streaming sessions
Website	583,800	monthly unique visitors	display ads 1,063,000 monthly page views
Podcasts	131,700	monthly downloads	:20 audio pre- and mid-rolls
Newsletters	53,000	subscribers 49% open rate	Display ads, dedicated email

Sources: Radio & Streaming - Nielsen Audio PPM, Kansas City Metro, July 2025-June 2026, M-Su 6a-12a, P18+; Streaming sessions - StreamGuys January-June 2026; Website - Google Analytics July 2025-June 2026; Podcast downloads - Omny & Dovetail July 2025-June 2026; Newsletter open rate July 2025-June 2026; Total monthly audience is the sum of each platform's audience: broadcast listeners, streamers, website visitors, podcast downloads and newsletter subscribers.

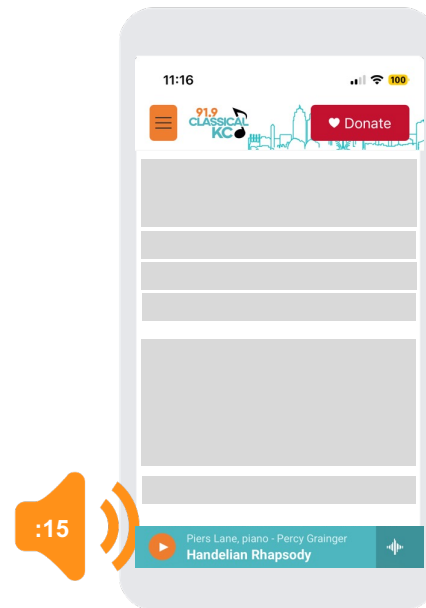


MEDIA PLAYER 24/7 STREAMING GAIN PROMINENT RECOGNITION AT THE START

15-SECOND PRE-ROLL

Listeners can access the stream from their smart devices or the ever-present media player on the website. Either way, they'll hear your message before the live programming begins.

295K monthly streaming sessions,
KCUR and Classical KC combined



Source: Monthly sessions average January-June 2026

WEBSITE DISPLAY — ASSOCIATE YOUR BUSINESS WITH A **CREDIBLE BRAND-SAFE ENVIRONMENT**

No Paywall

As public media, KCUR.org and ClassicalKC.org are freely accessible.

584K Monthly Unique Visitors

1M Monthly Page Views

728x90 AD

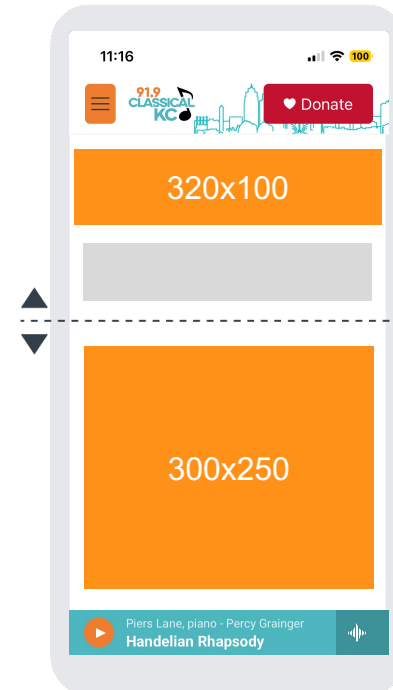
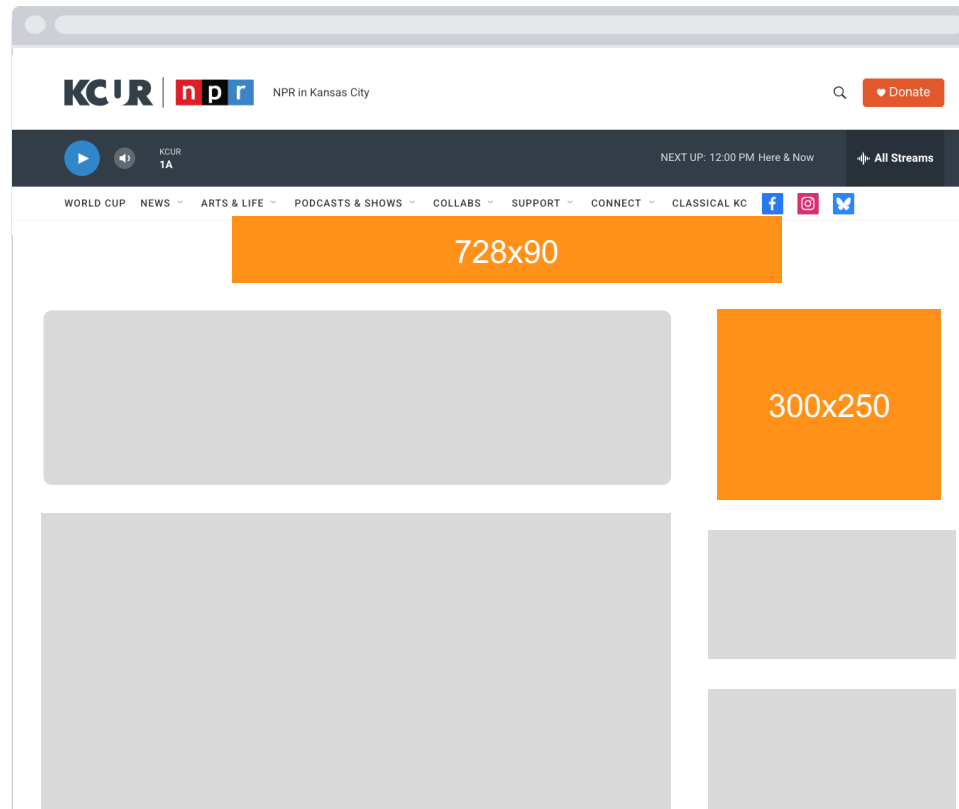
Top center

300x250 ADS

Centered on mobile
Desktop has three positions
in the right rail

320x100 MOBILE AD

Top center



66%

of listeners agree
that public radio
sponsors are more
credible than the
businesses that they
hear or see
advertising
elsewhere

Sources: Website visitors and views, Google Analytics, July 2025-June 2026; Kantar, NPR State of Sponsorship Survey, 2026

KCUR STUDIOS

ORIGINAL PODCASTS

20-SECOND PRE-ROLLS AND MID-ROLLS

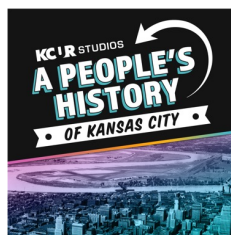


Kansas City Today

A daily 15-minute compilation of Kansas City's biggest news stories.

31K

avg monthly downloads



A People's History of Kansas City

The podcast about the everyday heroes, renegades and visionaries who shaped Kansas City and the region.

46K

avg monthly downloads



Up To Date

Pressing issues that have an impact on the lives of the Greater Kansas City region. New podcasts up to three times a day.

21K

avg monthly downloads



Up From Dust

In collaboration with Harvest Public Media, a podcast series about climate change and ecology in Kansas — and people who are working for environmental solutions.

34K

avg monthly downloads

90%
TOOK ACTION
in response
to a sponsorship
message in an
NPR podcast



NEWSLETTERS

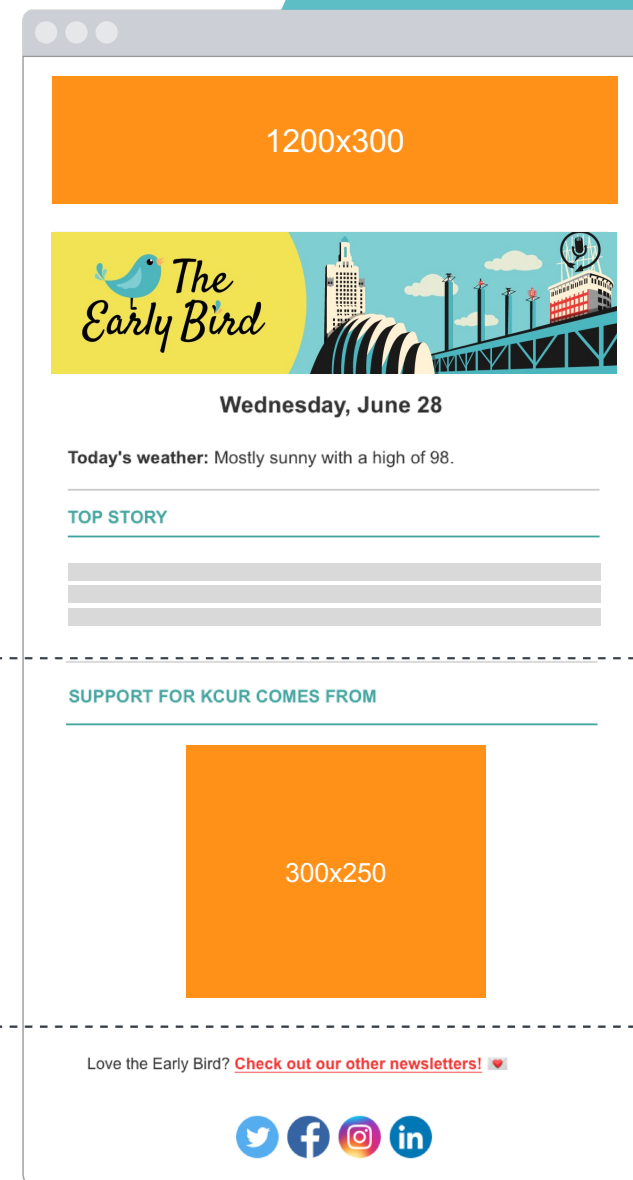
GAIN AFFINITY AMONG CORE FANS IN AN UNCLUTTERED LANDSCAPE

1200x300 AND 300x250 ADS

Ads are presented along with top stories and announcements, providing visibility.

Above average email benchmark for media

	Delivery	Opt-in Subscribers	Avg. Open Rate	Avg. Click to Open Rate*
Early Bird News from Kansas City to Washington D.C.	Monday-Saturday	29,700	51%	13%
Adventure! A creative adventure that inspires people to explore the Kansas City region	Weekly	14,900	48%	5%
Take Note New music, local events and exclusive content from Classical KC	Monthly	3,300	48%	8%
The Insider Stories unfolding across Kansas, from the Kansas News Service	Weekly	5,900	42%	8%



DEDICATED EMAIL

CONNECT WITH OUR INFLUENTIAL NETWORK

KCUR provides an email blast to more than 26,500 engaged subscribers in the Kansas City region on behalf of sponsors. This unique marketing opportunity delivers your brand message to the inbox of our influential audience eager to support local sponsors.

Direct visitors to your site or event with:

- A captivating subject line
- Your dedicated message (200 words max)
 - Informative or exclusive offer
 - No direct fundraising appeals
 - No pronouns allowed
- Your eye-catching image
- 100% share of voice
- A button to website or event

Delivery: Every other week*

* Sponsor emails are not available during station pledge drives.



KCUR MISSION

To serve the needs and aspirations of the Kansas City region with an accurate, credible, and unbiased media service that informs, engages, entertains, and enriches both individuals and our diverse community.

CLASSICAL KC MISSION

Classical KC champions music as a vital community resource by sharing programming that reflects and illuminates our broader world.

801 West 47th Street, Suite 219
Kansas City, MO 64112
816-235-1551

WWW.SPONSORKCUR.ORG

KCUR and Classical KC are services of the University of Missouri-Kansas City.

Market Engineuity® manages sponsorship sales for KCUR and Classical KC with the mission of linking the stations and corporate supporters in a mutually beneficial partnership that enables each to fulfill its mission.

