



DIGITAL OVERVIEW

COMPREHENSIVE MARKETING | GLOBAL REACH

BROADCAST

955k+ broadcast and streaming monthly unique listeners ¹

DIGITAL | STREAMED ALL OVER THE WORLD

72k+ members in the U.S. and 37 countries

10.2k+ cities | **180+** countries @KCRW.com

2.5M+ monthly stream sessions

2M+ monthly podcast downloads and on-demand listens ²

820k+ monthly podcast uniques ²

1.2M+ monthly page views | **1M+** monthly uniques ³

EVENTS (virtual and in-person)

From intimate gatherings to large scale community takeovers drawing **50-50,000** attendees

KCRW APP

74k active monthly users

12k daily users

SOCIAL

495k+ Twitter followers

400k+ YouTube subscribers

197k+ Facebook followers

32k+ Instagram followers

NEWSLETTERS

8 weekly newsletters

344k total subscribers ⁴



KCRW STREAMING CONTENT EXTENDS AUDIENCE REACH BEYOND BROADCAST

2.5M

Monthly Streaming Sessions

608K

Monthly Unique Listeners

IN-STREAM

15- second / 30-second Message

- KCRW's Live Stream delivers all on-air / broadcast spots as In-Stream spots at no extra charge

PRE-ROLL

15-second Message

- UPFRONT POSITIONING
Your message heard at beginning of stream
- YOUR CHOICE OF 3 STREAMS
KCRW Live, KCRW News, Eclectic 24
- EVER-PRESENT MEDIA PLAYER
24/7 streaming
- SYNCHRONIZED DISPLAY ADS
728x90 standard site, 300x50 smartphone site
Appear during audio pre-roll



KCRW ON-DEMAND CONTENT

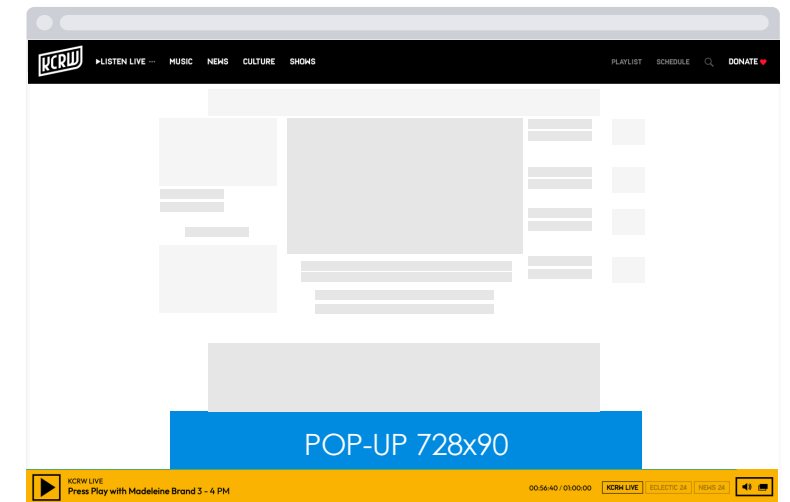
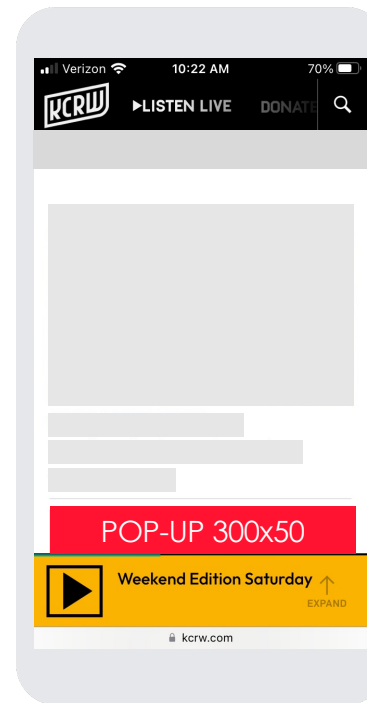
Ads play throughout content, connecting your message with active listeners tuned-in to their selected show.

CONTENT TARGETING

Campaigns may be set up to target individual shows including *Press Play*, *Morning Becomes Eclectic* and *Good Food*.

AD UNITS

- Pre-, mid- and post-rolls available
- Pre-roll includes synchronized **728x90** or **300x50** ad to reinforce messaging
- Content is played on the website media player
- Individual show sponsorships combine podcast and on-demand



KCRW PODCASTS

Avid fans of KCRW's award-winning shows use podcasts to download and listen to episodes at their convenience.

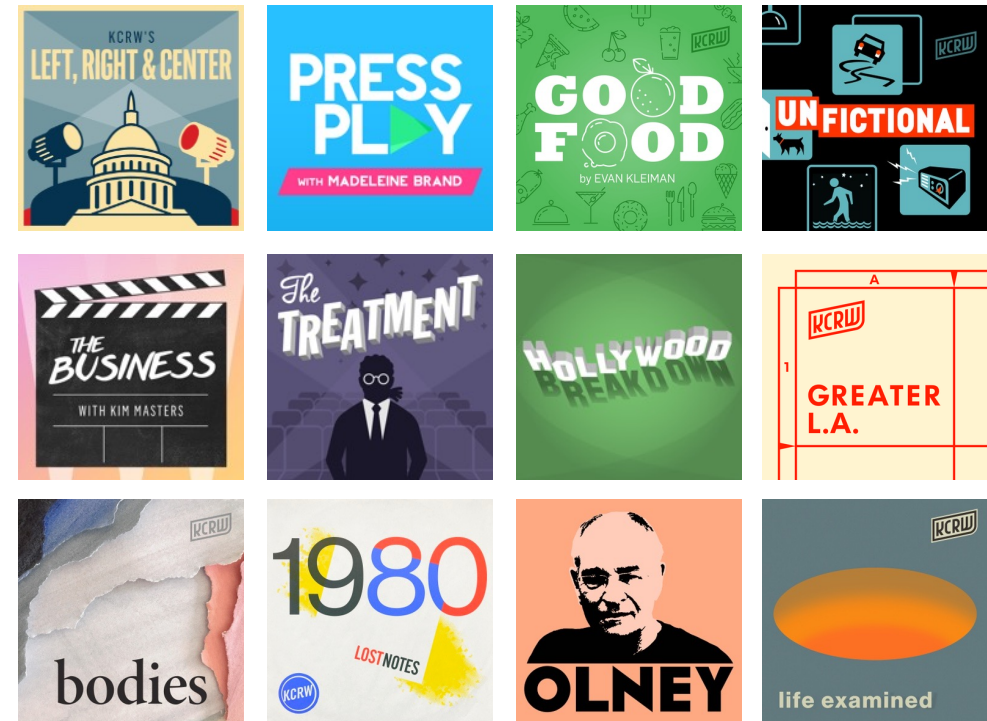
AUDIO AD UNITS

- Pre-, mid- and post-rolls are available to reinforce messaging throughout shows

CONTENT TARGETING

- Individual show sponsorships are available and combine podcast and on-demand
- Shows include content like *Press Play*, *Morning Becomes Eclectic* and *Good Food*

2M monthly KCRW downloads 



DIGITAL DISPLAY

ALIGN YOUR BRAND WITH AWARD-WINNING CONTENT

1.2M

Monthly Page Views

1M

Monthly Unique Visitors

970x250 banner ad

Mid-page, center
*Homepage only

300x600 banner ad

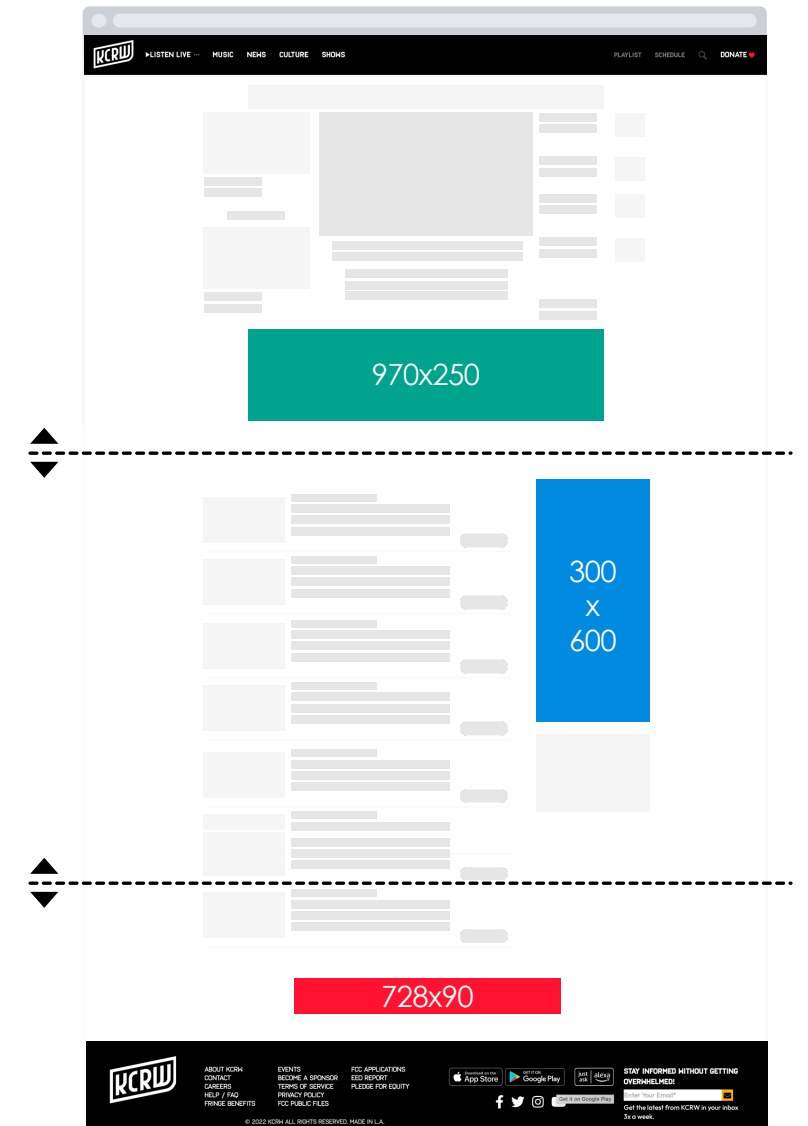
Mid-page, right rail

728x90 banner ad

Mid-page and / or bottom center

970x50 banner ad (not pictured)

Top-page, center
*Hub pages only



MOBILE WEBSITE

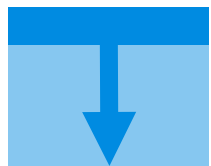
Mobile users visiting KCRW's website view an optimized version of the site, including banner ads.



300x50

ROS Banner Ad

Top, middle and bottom center

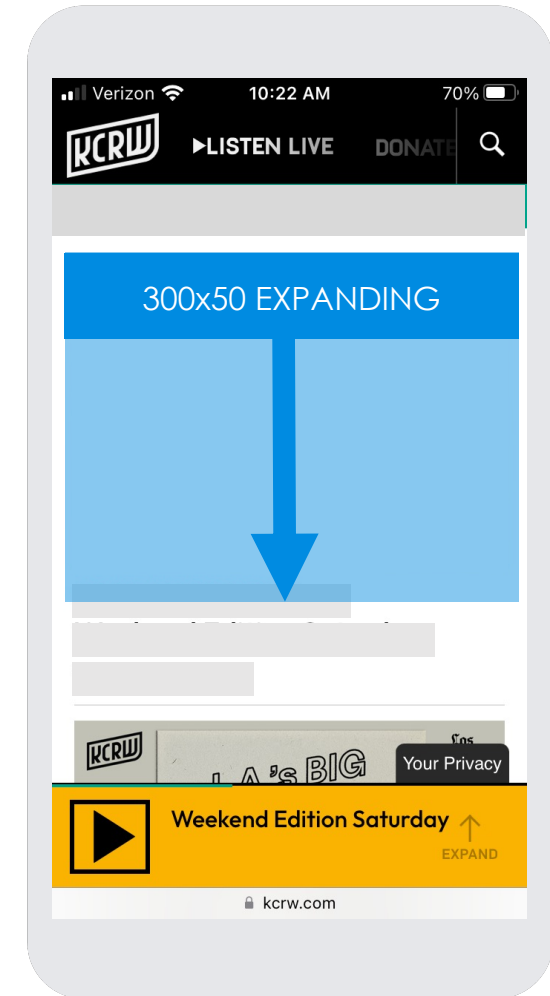
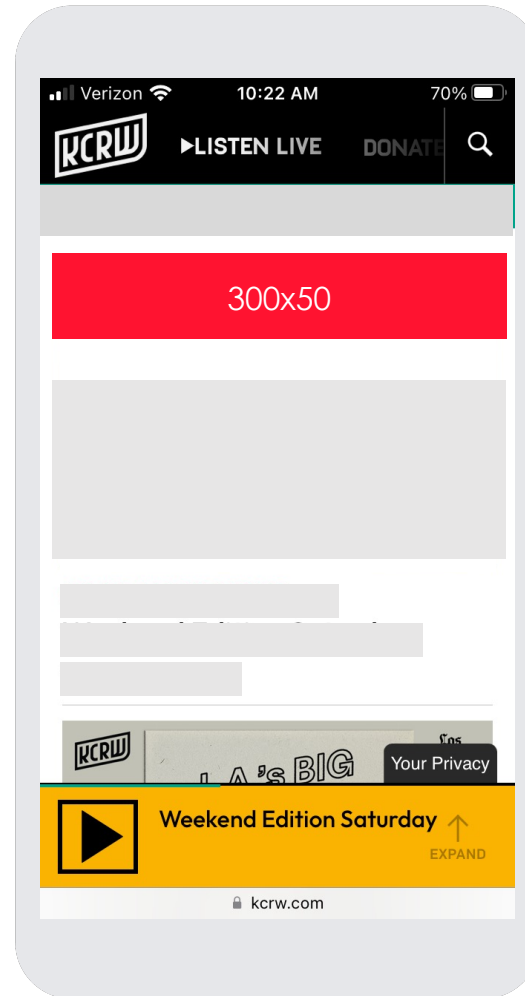


300x50

Expanding Banner Ad

Top center

Expands to 300x250



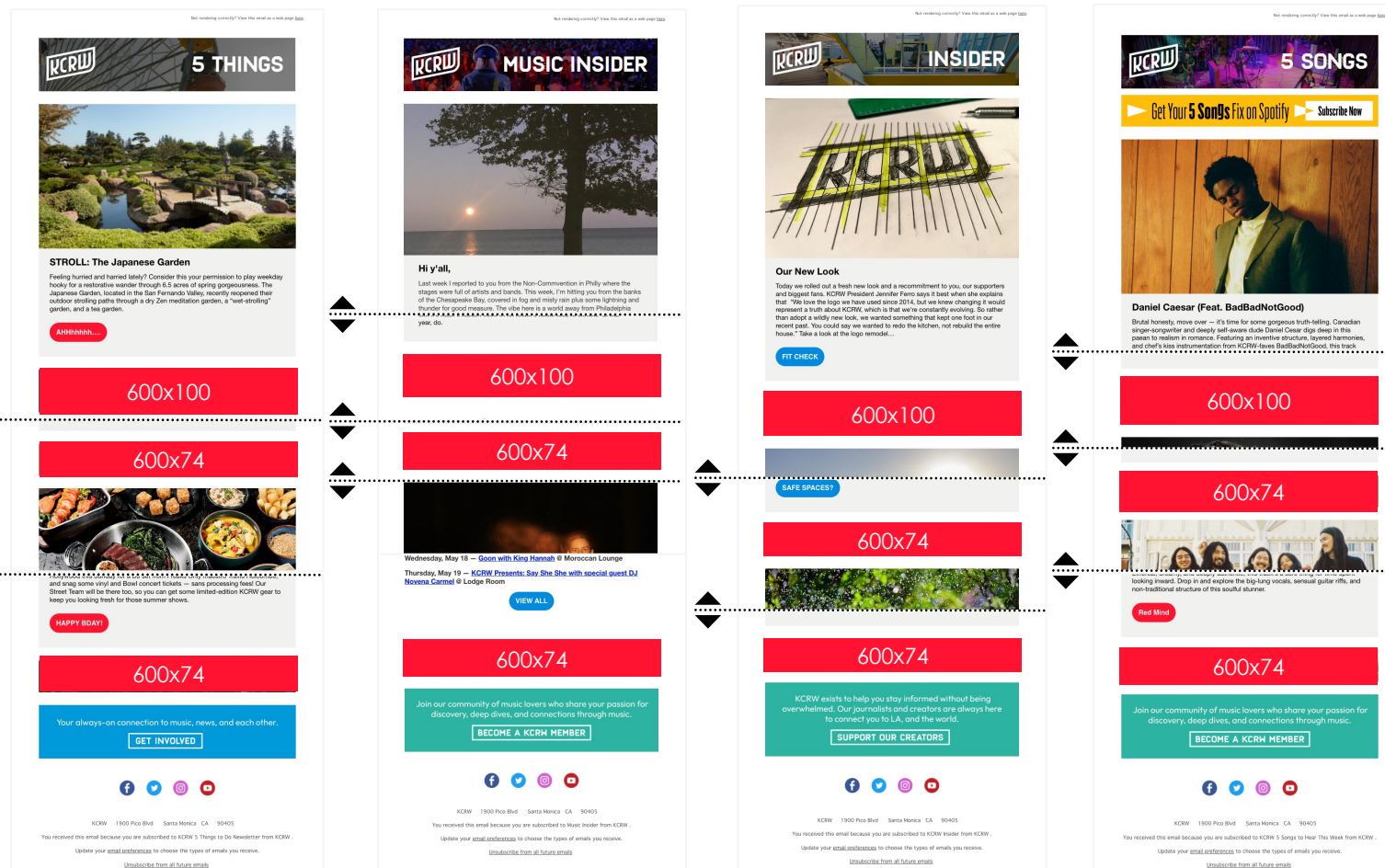
NEWSLETTERS

100% SHARE OF VOICE

- 600x100 banner
- 600x74 banners positioned midway and at base of newsletter

MULTIPLE TOPICS

- Your choice of 8 targeted newsletters
- Up to 137,000 opt-in subscribers each
- Average open rate: 41%



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Not reading emails? View this email as a web page.



ART INSIDER

Top 3 This Week
Let Lindsay Preston Zappert curate your art viewing experiences this week. Here are our Top 3 pieces of art not to miss. Scroll down for reader stories.



1. Jovencio de la Paz at Chris Sharp
At Chris Sharp Gallery, Jovencio De La Paz's woven wall pieces push the fragility of thread against the rigid constraints of computer programming. The dimension-defying woven works, made using a digitally assisted loom, contain mind-bogglingly complex surfaces with deep ridges and valleys. Some pieces on view were created using a version of a 1950s software called [Bulldozer](#), created by De La Paz adapted with a computer engineer.

The pieces not only push the boundaries of fibers to their literal breaking point (pique threads get over-stretched and sag out of the registered formations), but also reconceptualize what is possible with a woven substrate. The works are then seen within stark, off-white canvases, creating a container of vast negative space around their active surfaces, as if their kinetic energy needs to be buffered by a less-active surface textile. The works speak to tension and release, containers and fluidity, and explore pushing against and working within constraining boundaries.

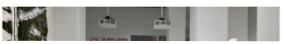
On view: April 30-June 11, 2022 | [Open now](#)

[More](#)

600x100

[More](#)

600x74



600x74


Let KCRW be your guide! We're the friend you trust to introduce you to new experiences, sounds, and ideas.

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THEATER



A post-pandemic "Our Town"?
There's something strangely appropriate and jarring about Thornton Wilder's "Our Town" after two years of a pandemic. As a writer colleague once remarked during intermission, "Time is a protagonist in 'Our Town'." That's always been true. What's changed, at least for me, is my relationship to time.

[More Info](#)

600x74



Wait, we can do plays that don't take place in a NY apartment?
"Home" is a Los Angeles play. It's a play where the English assembly blends with the Spanish, where the dreams are pushing against the reality, where things are messy, and not everything is like that yet. If Center Theater Group is going to be up to bat for L.A. target theater, it's going to need to put a mirror up to Los Angeles. And that's going to mean focusing on L.A. stories as frequently as they present Broadway musicals.

[Find more](#)

600x74


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GOOD FOOD




Dearest Reader,
Did you know that about 80 billion wooden chopsticks get thrown away each year? It makes a lot of sense since more than a third of the global population uses them every day. This waste gave Felix Block a business idea, thus [Clipp](#). [Clipp](#) was born. The company recycles 35,000 chopsticks from more than 500 businesses every week. At the micro-factory, they are sorted in the same direction, put in a wash bath, dried, and hot-pressed together to form a board.



Mi Cocina: Recipes and Rapture From My Kitchen in Mexico at Home
Rick Martinez has a new book out which is the culmination of his travels to explore his roots. To understand the cultural history and deepen his culinary passion, the Austin-born chef moved to Mexico and visited 32 states.

[Rates](#)

600x74



New Restaurants to Try: Three suggestions for you.

600x74


Join our community of food lovers connected through recipes, stories from local chefs, and delicious events happening in LA.

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ENTERTAINMENT




Welcome to the first edition of our entertainment newsletter...
Vegetables and dessert. That's shorthand for how we divide up what's on my show. [Press Play](#) every day. We have our veggie good-for-you segments: the meals you need to know, such as COVID, climate change, city hall news. And then we have our dessert conversations with authors, musicians, filmmakers. By no means am I suggesting the dessert is bad for you or full of empty calories. Quite the opposite.

600x100



Producer Steven Levitan discusses the challenges of creating [Reboot](#) during Walt Disney Co.'s restructuring, and the joys of working for streaming versus network television.

600x74



...super documentary [#Kloneado](#) Director Brett Morgen on playing with objectivity in his documentaries on [The Treatment](#).

...realist Actor Jon Hamm on wanting a story with a real ending on [The Treatment](#).

...misty-eyed: Charles Fuller, Pulitzer Winner for [A Soldier's Play](#), Dies at 83 in the New York Times

600x74

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You received this email because you are subscribed to KCRW 5 Songs to Hear This Week from KCRW.
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DEDICATED EMAIL

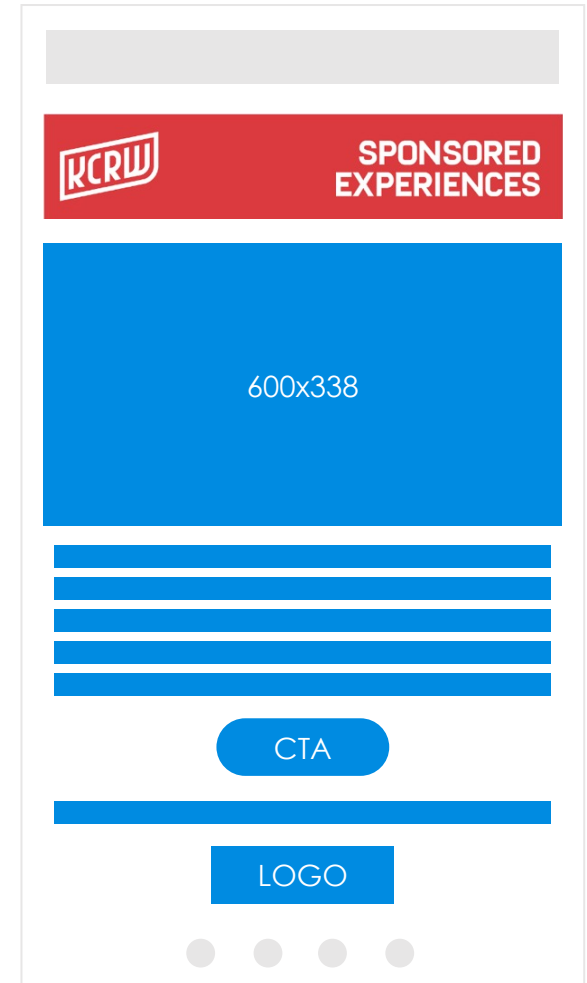
Customized and exclusive, the dedicated email is sent to KCRW's popular *5 Things* subscriber list with a circulation of 132,000.

This special opportunity is only available to KCRW's entertainment and experiential partners 2 times per month off-peak and 2 times per week during peak awards weeks.

The dedicated email provides partners a great way to extend exciting offers to the KCRW audience, such as invitations, exclusive event access, ticket presale or ticket discounts.

ASSETS:

- Subject line copy
- 600x338 image + CTURL
- Body copy (minimum of 100 words) — Partner provided copy should mirror KCRW's general style which can be described as approachable, fun and eclectic.
- CTA button + copy, CTURL & optional color Hex code
- Logo + CTURL



NEWSLETTER TAKEOVERS

WEEKLY NEWSLETTERS	DESCRIPTION	CIRC	SOV	BANNER SIZES
5 Things Monday	A cultural docent with recommendations of where to go, what to eat and what to see	132,000	100%	600x100, 600x74, 600x74
KCRW Insider Wednesday	Updates on must-hear programs, station business, discounts and events including Partner Screenings	137,000	100%	600x100, 600x74, 600x74
5 Songs Friday	Top tracks of the week selected by KCRW's music experts	112,000	100%	600x100, 600x74, 600x74
Music Insider Thursday	The latest music including performances, emerging artists, free music downloads and preview tracks	82,000	100%	600x100, 600x74, 600x74
Art Insider Tuesday	Art world news from expert Lindsay Preston Zappas	9,000	100%	600x100, 600x74, 600x74
Theater Thursday	Los Angeles theater reviews and recommendations	7,000	100%	600x74, 600x74
Good Food Saturday	Local and global stories on food and food policy	14,000	100%	600x74, 600x74
Entertainment Tuesday, biweekly	Insider takes on the industry and entertainment	132,000	100%	600x100, 600x74, 600x74
Dedicated Email Tuesday	Customized exclusive e-blast to subscribers of KCRW's popular <i>5 Things</i> newsletter	132,000	100%	600x338 image

HOMEPAGE SPONSORED CONTENT

PROMOTE YOUR STORY WITH POWERFUL NATIVE MARKETING

From conceptualization to launch, KCRW provides options to customize your sponsored content campaign

HOMEPAGE

Weekly native opportunity on KCRW homepage

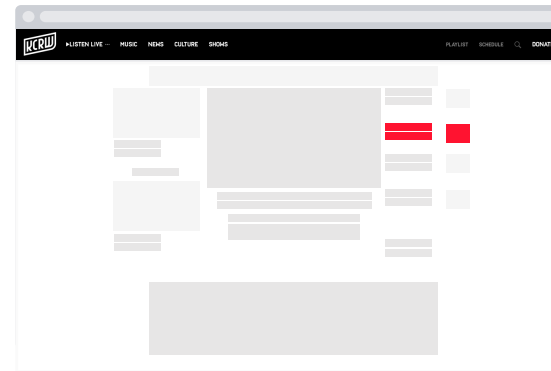
SPONSORED CONTENT TILE + LANDING PAGE

Content landing page can have up to 3 text blocks and 3 images or videos

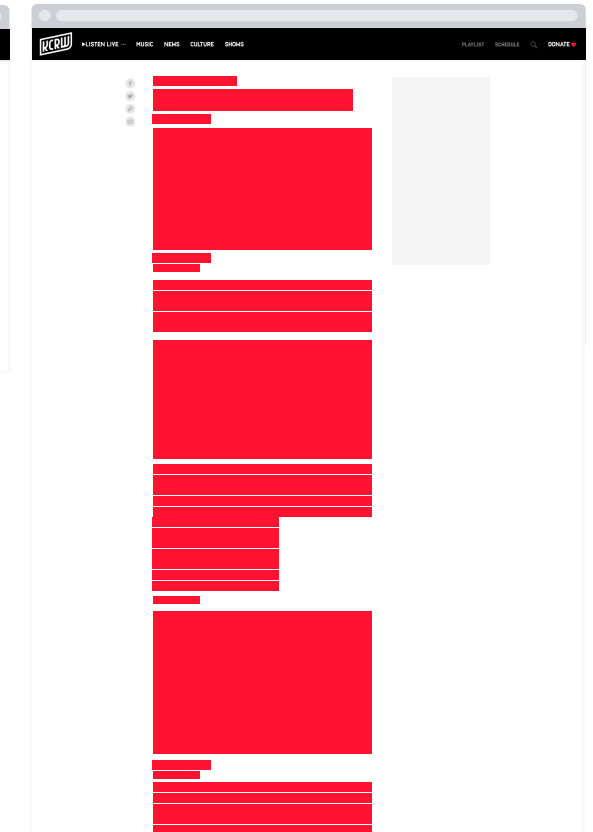
HOMEPAGE BANNER TAKEOVER

970x250 300x600 728x90 300x250 300x50

HOMEPAGE



SPONSORED CONTENT LANDING PAGE



200K

Estimated non-geo weekly Impressions (minimum)

100%

Share-of-Voice during given week

MUSIC HUB SPONSORED CONTENT

PROMOTE YOUR STORY WITH POWERFUL NATIVE MARKETING

From conceptualization to launch, KCRW provides options to customize your sponsored content campaign

HOMEPAGE

Weekly native opportunity on KCRW music hub page

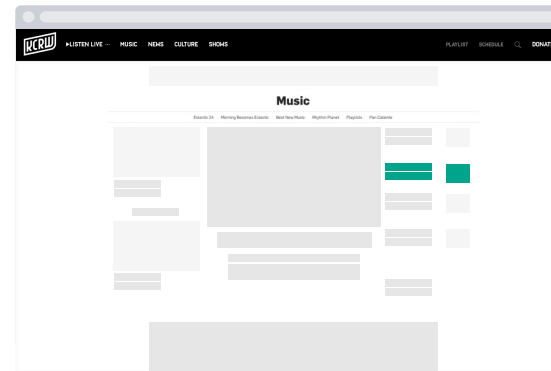
SPONSORED CONTENT TILE + LANDING PAGE

Content landing page can have up to 3 text blocks and 3 images or videos

MUSIC HUB BANNER TAKEOVER

300x600 728x90 300x50

HOMEPAGE



30K

Estimated non-geo weekly Impressions (minimum)

100%

Share-of-Voice during given week

SPONSORED CONTENT LANDING PAGE

