

CONNECT TO WHAT MATTERS

MEDIA KIT

VPM

n p r

PBS

CONNECT

with an audience





of nearly
2 MILLION VIRGINIANS¹
– across multiple platforms.

¹ United States Census Bureau, 2013-2017 American Community Survey 5-year Estimates.

VPM

CONNECTED TO

**WHAT SPARKS
CONVERSATION.**

CONNECTED TO

**WHAT MOVES
US FORWARD.**

CONNECTED TO

**WHAT IMPACTS
OUR COMMUNITY.**

Why Choose VPM

Sponsors who choose VPM gain association with public media, one of the most trusted institutions in America.

VPM is locally owned and deeply rooted in the region not only as a broadcaster, but also as a media partner to arts & culture institutions and provider of children's educational resources. Your support builds a connection with these loyal audiences who also support the station financially.

TOP 3 ATTRIBUTES OF VPM, ACCORDING TO OUR AUDIENCE:²




88%

“Educational”



79%

“Thought-provoking”



76%

“Trustworthy”

We value our partnership with VPM and how easy it is for us to communicate to a broad audience in central Virginia about the importance of an equitable clean energy transition in the Commonwealth.

CASSADY CRAIGHILL, DEPUTY DIRECTOR, CLEAN VIRGINIA

²VPM Brand Health Research Study, 2021.



Our Audience

EDUCATED

They prioritize education and lifelong learning for themselves and their families

INFLUENTIAL

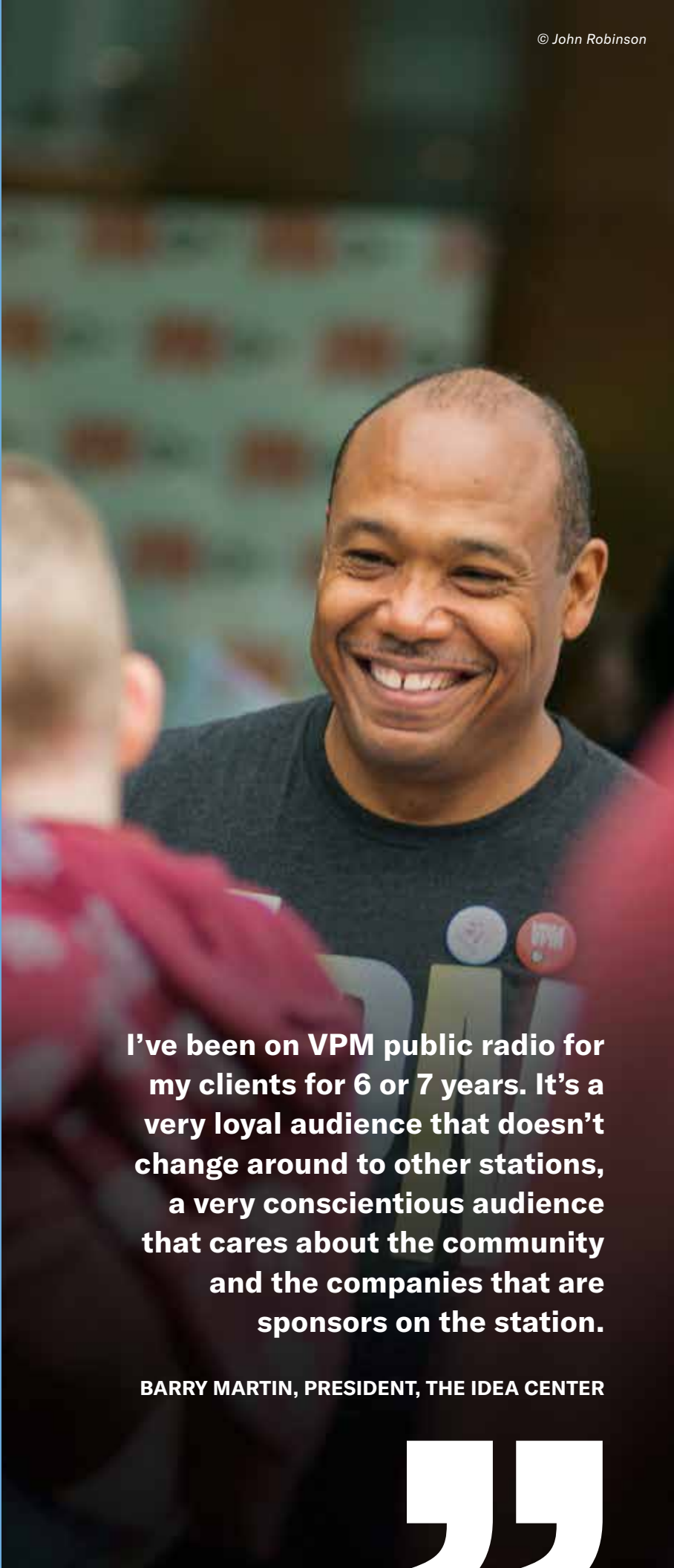
They drive trends through word of mouth and influence corporate and social networks

CULTURAL

Passionate about the arts, they relish music, theater and museums

COMMUNITY-MINDED

They care about the future of the communities we serve, participate in local initiatives and are highly active in the community



I've been on VPM public radio for my clients for 6 or 7 years. It's a very loyal audience that doesn't change around to other stations, a very conscientious audience that cares about the community and the companies that are sponsors on the station.

BARRY MARTIN, PRESIDENT, THE IDEA CENTER



Our Platforms

Show your target audience that your business is connected to what matters by investing in trusted, local media that informs and inspires.

Multiply your brand's reach with a customized, multiplatform media strategy that takes advantage of *all* of VPM's broadcast and digital platforms.

TELEVISION

:15 messages presented in a calm, clutter-free environment to reach over 220,000 monthly viewers.³

PODCASTS

:15 pre-roll and mid-roll messages with dynamic ad placement, plus production funding opportunities.

RADIO

:15 messages delivered to 112,700⁴ unduplicated weekly listeners in a straightforward and objective style.

NEWSLETTERS

Banner ads reaching 30,500 subscribers in Richmond and 9,300 subscribers in the Shenandoah Valley each week.

DIGITAL

Display advertising on VPM.org, which garners 212,000+ page views and 112,000+ unique visitors per month.⁵

Live stream audio pre-roll exposure across more than 152,811 on-demand streaming sessions per month and over 220,000 total impressions per month.⁶



³ TRAC Media Services, 28-Day Cume People 2+ (Jun-Sep 2022, WCVE-TV)

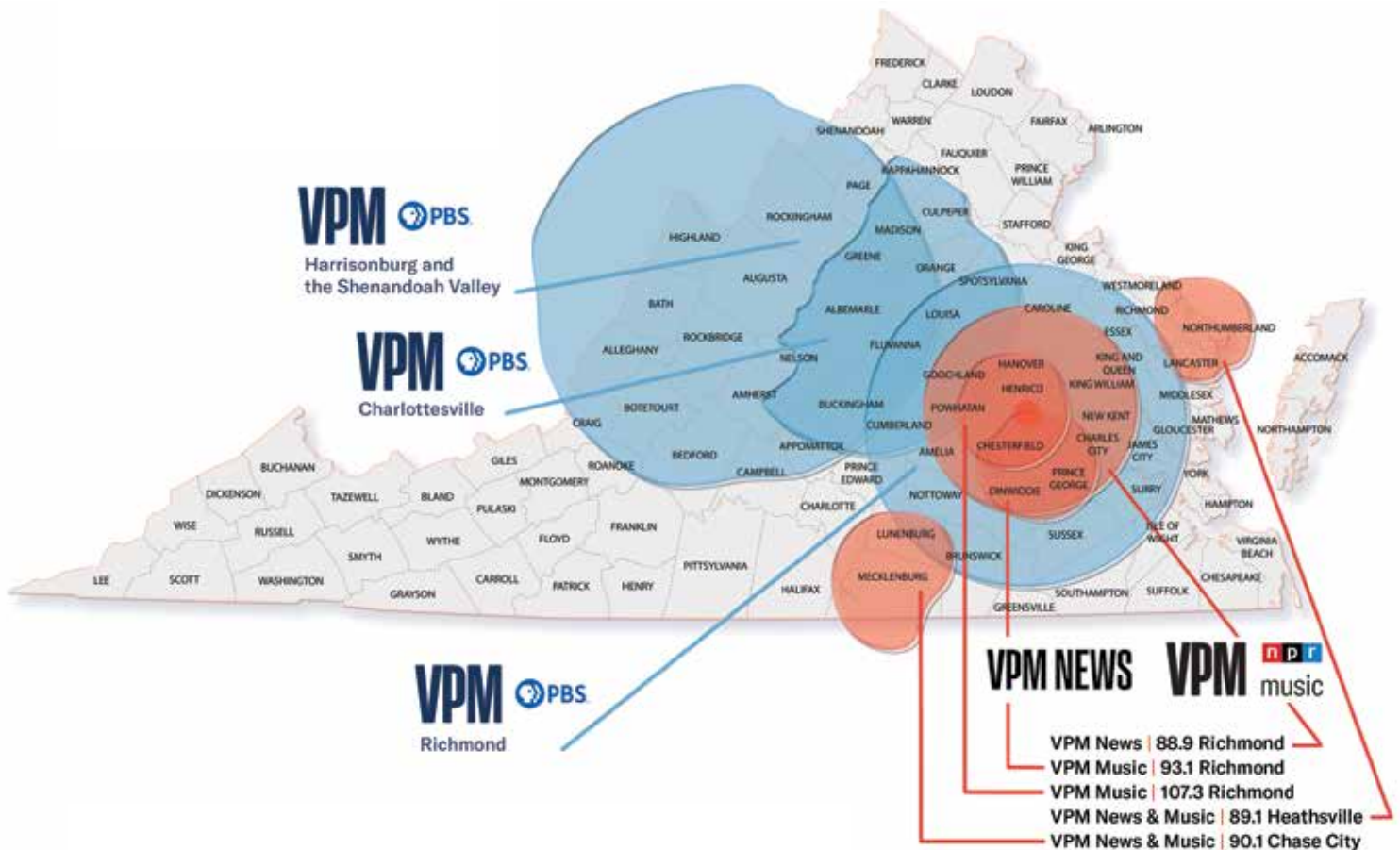
⁴ Arbitron: Radio Research Consortium, Inc., Apr.-Jun. 2022

⁵ Google Analytics, Oct. 2021 – Oct. 2022.

⁶ Triton Digital (monthly average Aug-Oct 2022) and Triton Digital, Fall 2022

USING THE POWER OF MEDIA TO EDUCATE, ENTERTAIN AND INSPIRE

Our Coverage Area





About VPM

As Virginia's home for public media, VPM connects nearly 2 million people across Central Virginia and the Shenandoah Valley to insightful programming in arts and culture, news and education.

VPM operates public television stations VPM PBS, VPM Plus, VPM PBS KIDS, lifestyle channel VPM Create and international program channel VPM WORLD, as well as Richmond NPR station VPM News (88.9 FM) and VPM Music (107.3 FM, 93.1 FM and 88.9-HD2). In the Northern Neck (89.1 FM) and Southside Virginia (90.1 FM), listeners receive a combination of news and music.



Audiences can access VPM online at VPM.org and on [Facebook](#), [Twitter](#), [Instagram](#) and [YouTube](#).



The VPM team is always professional and takes time to understand our brand and what program schedule will work best for us. We at Savvy Rest always have a great experience, which is why we have been a proud sponsor of VPM programming for several years. We highly recommend working with VPM!

LIZ A., MARKETING MANAGER, SAVVY REST





**We are getting really good feedback
from members and other stakeholders
who saw the sponsor spot.
It's a hit for sure!**

**MICHAEL BLANCHARD,
MARKETING & COMMUNICATIONS DIRECTOR,
WEINSTEIN JEWISH COMMUNITY CENTER**

**LET'S
CONNECT**

Contact VPM



VPM | Virginia's home for public media
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VPM.org

