Kentucky Public Radio is an association of all of Kentucky’s public radio stations, which combine to reach ALL 120 Kentucky counties. It delivers custom marketing opportunities that reach media’s largest audience of the well educated, upper income households and business influencers.

Kentucky Public Radio offers one stop schedule placement, copy writing, invoicing and expertise.

More information is available with one contact at (502) 814-6544.

---

**Weekly Audience**

Kentucky Public Radio has a weekly audience of more than 640,000 people, including:

- 11% of the KY Population
- 20% of KY Household Income
- 24% of KY Business Influencers
- 35% of KY Post Graduate Education

---

**Higher Esteem & Loyalty**

"When price and quality are equal, you prefer to buy products from companies that support public radio."

"Your opinion of a company is more positive when you find out it supports public radio."

---

Jacobs Media Underwriting Research Review
94% of Public Radio listeners have taken a particular action as a result of something heard on Public Radio.

- Attended an Event
- Watched a TV Program
- Considered a New Product / Service
- Read a Book
- Visited a Web Site
- Gathered info About a Sponsor
- Visited a Store
- Went to a Movie
- Purchased a Product / Service
- Recommended a Product

Balanced Audience

Inspires Action

Media Audit March-April 2011

Edison Media Research 2007

Kentucky Public Radio
(502) 814-6544
KentuckyPublicRadio.org