CONNECT TO WHAT MATTERS

MEDIA KIT
CONNECT

with an audience

of nearly

2 MILLION VIRGINIANS

– across multiple platforms.

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:

- “Educational”: 88%
- “Thought-provoking”: 79%
- “Trustworthy”: 76%

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

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

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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

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

**TELEVISION**
:15 messages presented in a calm, clutter-free environment to reach over 220,000 monthly viewers.¹

**RADIO**
:15 messages delivered to 112,700 unduplicated weekly listeners in a straightforward and objective style.

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

**DIGITAL**
Display advertising on VPM.org, which garners 212,000+ page views and 112,000+ unique visitors per month.²

**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.³

**NEWSLETTERS**
Banner ads reaching 30,500 subscribers in Richmond and 9,300 subscribers in the Shenandoah Valley each week.⁴

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¹ TRAC Media Services, 28-Day Cume People 2+ (Jun-Sep 2022, WCVE-TV)
⁴ Google Analytics, Oct. 2021 – Oct. 2022
⁵ Triton Digital (monthly average Aug-Oct 2022) and Triton Digital, Fall 2022

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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.
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

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