WHRO AUDIO PREROLLS SPONSORSHIP GUIDE

Public radio reaches one of the most educated and affluent audiences in radio. Listeners are distinguished by a mindset that places a high value on creativity, curiosity, and social consciousness and have a strong attachment to nature and the environment. These beliefs are not just abstract ideals, but are manifest in the product and lifestyle choices made by the public media audience.

The Media Player offers all of WHRO Public Media's live streams. It also houses all of WHRO's local radio and podcast content, as well as programs from National Public Radio and American Public Media.

WHRO.org has audio content dispersed throughout its pages.

Prerolls play whenever the audio player is activated on any one of these items.

**Requirements**
- MP3 or WAV
- Less than 1MB
- No more than 15 seconds in length

Support comes from the Virginia Symphony presenting Rachmaninoff's second Piano Concerto, called the most beautiful piano concerto ever written. Three performances February 21st through 23rd. Tickets at virginiasymphony.org.
# Our Audience is Your Audience

## WHRV FM

- **Gender**: Female
- **Age Distribution**:
  - 65+: 21%
  - 55-64: 21%
  - 45-54: 18%
  - 25-34: 17%
  - 35-44: 16.5%
  - 18-24: 6.5%

**Page Views per Year**: 269,568

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**Page Views per Year**: 119,803

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## Top 10 Interests

- **Food & Dining**
  - Cooking Enthusiasts
  - 30 Minute Chefs
- **News & Politics**
  - Avid News Readers
- **Shoppers**
  - Value Shoppers
- **Banking & Finance**
  - Avid Investors
- **Media & Entertainment**
  - Book Lovers
  - Movie Lovers
- **Lifestyle & Hobbies**
  - Art & Theater Aficionados
  - Green Living Enthusiasts
  - Pet Lovers
- **Travel**
  - Travel Buffs

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## Discover the Benefits of Corporate Sponsorship

Contact Diane Rogic
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