

PODMOSPHERE

MEDIA KIT

A FEW WORDS FROM OUR CEO

The top podcasts get
all the sponsorships,

Until meow.

 Podmosphere



Podcast ads have been widely successful for many brands in the last few years. Some say, the success is due to the high listening rate, through in-ear headphones, others think it's one of the few on-demand media forms, where consumers pick the content & don't skip the ads as much as in other forms.

We believe, the success is because of the hosts. Baked-in ads read by the hosts to listeners, who have searched for & found the host's podcast. Therefore, all listeners have value. That's why we built Podmosphere, where brands can buy ads in many podcasts at once, of all sizes with just a few clicks.

We believe in making it easier for both podcasters & sponsors by removing negotiations & adding a fully-automated process, when brands send out sponsor requests with an easy & reliable payment system with automated contracts based on the sponsor request.

We don't just CTRL+C the radio industry & CTRL+V it over to the podcast industry with dynamical ads. We are building a new way of creating influencing & engaging ads that are **baked-in** specifically for the brands.

- **Varga Moshtagh, CEO & Founder**

How it works

Making podcast sponsorships, easy!



Podcasters sign up

Podcasters sign up, wait for Podmosphere to verify their podcasts & amount of listeners.



Sponsors send sponsor requests

Brands find the perfect audience for their brands & send out sponsorship requests.



Podcasts verify the sponsor request

After podcasters verify the sponsor request, they read the ads in the episodes.



SUCCESS

Listeners hear the ad read by the hosts in many podcasts.

How a sponsorship works

Go to [Podmosphere](#) and sign up as a sponsor

Wait for podcasters to confirm your sponsor request & then read your ad!



Select podcast & send out a sponsor request! If you want help from our podcast ad experts to formulate an ad, contact us!

After airing the ads, sponsors approve them & then we release your sponsorship funds to them.

Podcast audience

1

Age

12-17 = 11%, **18-34**= 34%, **35-54**=36%,
55+=19%

2

Gender

52% Men, 48% Women

3

Likely to buy something they heard in a podcast ad

“65% of listeners said podcast ads increase purchase intent, another 45% said that they're likely to visit an advertiser's website, after hearing an audio promo. Another 42% of listeners said they consider a new product or service after hearing a plug for a brand, while 37% use podcast ads to help research brands”

4

More about the podcast listener

Higher % of the podcast listeners have a higher education & a job than the average person.

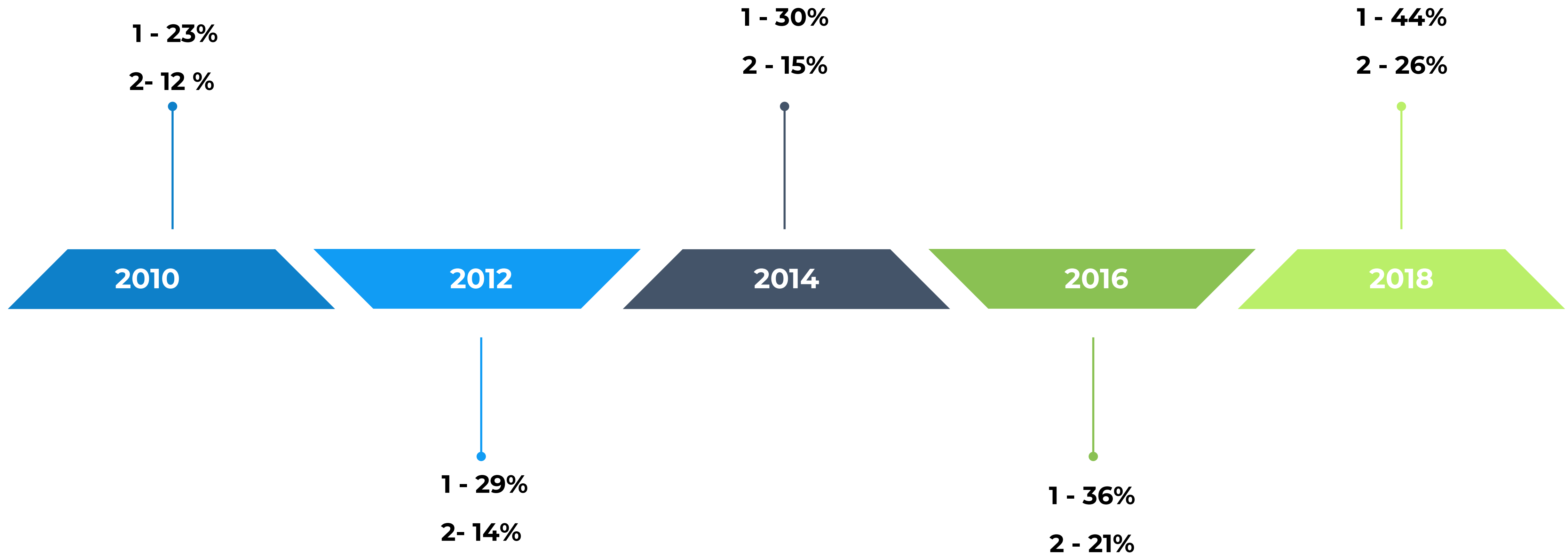
5

Household income/month

\$150k+=15%,
\$100k-\$150k=20%
\$75k-\$100k=16%
compared to the US population 18+=
13%, 14%, 11%.

With other words, podcast listeners are more likely to have a higher income, than the average person.

1: Ever listened to a podcast
2: Monthly podcast listening



Traction & reach with Podmosphere



TWITTER

With #Podmosphere being used 1-2 times/h. We will Tweet out & tag your company if a sponsor requests it.



Podmosphere

With over 120 podcast out of the 650 that have been validated the current reach is 380.000+ listeners/week.

Offering:

- Pre-rolls - baked-in or audio file advertisement in the beginning of each episode.
- Mid-roll - baked-in or audio file advertisement in the middle of each episode.
- End-roll - baked-in or audio file advertisement in the end of each episode.

With Podmosphere, the prices for all of the three types are the same. You as a sponsor send out the request and select what type of ad you want.

Pricing:

The CPM prices (cost per 1000 listeners) are set by the podcasters. They are often between 10\$ - 50\$(The average is 20-25\$) for thousand listeners. Depending on your sponsorship needs, you can find lower or higher CPMs.

You can also include that the podcaster should push the ad on their social media channels by adding it in the text of the sponsor request.

Baked-in ads:

Apart from the usual audio file, we also offer the more successful “***baked-in***” type, which is also known as an “***influencer story telling***”. Audiences perceive the ad as an advice from a peer, rather than advertisement.

[Forbes](#) “On average, across all ad delivery types, baked-in ads were approximately 3.5 times more efficient than dynamically inserted ads”

How are we getting all of us to the top?

The platform is built to constantly increase podcasts & audience. We have over **650 registered podcasts** of whom we confirm **120+** & we reach over **445 000+ listeners/week**. Many of these podcasts don't have sponsors, where you can become the only sponsor and not have to share ad spots with other brands!



Podmosphere

The reach and amount of podcasts are growing for each day.

The process

1

Register

Your organization registers as a sponsor on the platform.

2

Assistance (free of charge) from one of our podcast ad experts

We assist you with everything: selecting & communicating with the podcasters, tailoring your ads & waiting for you to approve them at the end.

3

Writing the ad & the script

After selecting podcasts, you write the ad to the podcasters & if you wish a script on how you want the ad to be read. Audio files are also available

4

Release

After arranging the ads & the script, we hold on to the sponsorship funds until the podcasters have confirmed, aired & you have approved the advertisements as successful.

5

Social media & SEO

If you wish - both podcasters & Podmosphere will mention you in the media channels to increase SEO & media traction.

Podmosphere

*Making podcast sponsorships,
easy!*

