



## 2015 MEDIA KIT

# INTRODUCTION

## Overview



In 2001, a group was started for Information Technology professionals who wanted to network the right way. 5800+ members, 200+ events and over 1600 people finding new jobs later, they are the standard for networking events in metro Detroit.

In 2013, the group started a podcast to talk a little tech, some pop culture, and highlight cool things around the area. It was supposed to be their bowling night, nothing more or less. 250,000 listeners per week have turned them into one of the most listened to shows across the nation.

In 2015, they launched Podcast Detroit to build a network full of shows that offered a variety of views, opinions, interests and voices.

We look to 2015 and beyond as **Podcast Detroit** becoming the platform for those voices and views to grow and mature.



# INTRODUCTION

## What We Do



### Build Relationships

The founders have run a networking group since 2001, and are focused on relationships above all else.

Just as shows have a relationship with their listeners, networks have a relationship with their shows.

We're not just running a business. It's about building relationships and helping shows grow, mature, and expand their reach.



### Studio and Remote Broadcasts

From a studio designed to support up to eight hosts and guests to a remote unit that allows for on-site broadcasts, to even more portable items in use for one on one interviews, we have a number of ways that shows can interact with their guests.

Add in dial-in lines for off-site guests, an app designed to encourage social media engagement and a few other toys, and you have an environment designed to make shows successful.



### Syndication

Taking from their own lessons learned, the team knows the importance of reach. Using a variety of methods, shows are syndicated out to places like Soundcloud, iTunes, Stitcher, and many other places around the internet to increase the number of people who can listen, and more importantly, listen when they want, how they want, to what they want.



# INTRODUCTION

## Our Team

### David Phillips THE GEEK

Management Consultant

FORMER EXPERIENCE WITH TD  
BANK, CHRYSLER FINANCIAL, AND  
GENERAL MOTORS



### Bob Waltenspiel THE SALES GUY

Partner Account Manager  
CISCO SYSTEMS

FORMER EXPERIENCE WITH  
HEWLETT-PACKARD, DELL, AND  
NEC



# INTRODUCTION

## Our Team

### Karen Hubbard STUDIO MANAGER

Karen has years of experience with terrestrial radio and podcast networks, as well as extensive experience in managing people, issues and solutions.



### Jessica Rangel STUDIO ENGINEER

Jess keeps things running day to day, having the shows running on time and without technical difficulties.



# INTRODUCTION

## Our Partners

### Activ8 Gaming THE GAMING LOUNGE

Located on the ground floor of the building, Activ8 Gaming is a private venue available for personal and corporate events.

With a bar and just about every video game you can think of, Activ8 is an amazing paradise for kid's birthday parties to bachelor parties to company socials.



### Detroit Sound Studios THE STUDIO

Built out for us by the owner of Activ8, this is the studio where Podcast Detroit broadcasts from each and every day.



# INTRODUCTION

## What We Do

### Live Reads

With more than 20 shows running live from the Podcast Detroit studio, it's a sure thing that we've got whatever demographic you're looking to reach covered by at least one of them. From geeks to musicians, from artists to the self-help crowd, a live read can get your message in our hosts' voices to their audience.

### SUMMARY

Quite simply put, there's really nothing we can't do. From shows that are just getting off the ground to those with hundreds of thousands of listeners per week, we have a wide variety of options, audiences, demographics and reach at our disposal.

Or, more to the point, at your disposal.

### Commercials

So you already have a 30 second spot you've recorded for use in other places? Perfect. Get us the file and we can put it into our rotation.

And if you don't have a file, that's not a problem either. Our staff can create one for you.

### Guest Spots

Not sure that a simple ad read or commercial will fit your needs? No problem. Become a sponsor of a show or the network as a whole, and you can come in-studio as a guest during a live broadcast

Our hosts will engage with you and bring your message to the masses in a comfortable, relaxed format.

### Publication / Syndication

Unlike traditional media, when you advertise with Podcast Detroit, your message will get heard for as long as the shows you're a part of are around. All shows, including commercials, reads and guests, are archived and syndicated out through Soundcloud, Stitcher, iTunes and a number of other locations.



# INTRODUCTION

The Shows (as of 10/2/2015)

SHOW	LOCAL FOCUS	NATIONAL STORIES	MUSIC FOCUS	TALK FORMAT	TECH / GEEK FOCUS	SPORTS FOCUS
IT in the D	X	X		X	X	
M2 TechCast	X	X		X	X	
Forward Down the Field	X	X		X		X
Motown Mojo Live	X		X	X		X
Undercard: Hand Combat Radio	X	X		X		X
Corner with K-Hubb	X	X	X	X		X
Mayhem Radio	X		X	X		



# INTRODUCTION

## The Shows

### Show Detail

- **IT in the D:** Two long-time veterans of the metro Detroit information technology community discuss news, current events, and have guests ranging from C-level executives and high profile influencers to brewery owners and roller derby teams.
- **M2 Techcast:** The names behind MITechnews.com and the Engineering Society of Detroit host local movers and shakers from around the metro Detroit area and nationally to talk trends, news highlights and more.
- **Forward Down the Field:** Theo "Gridiron" Spight is known for singing the Detroit Lions victory song on the field during games, and takes his in-depth knowledge of the game, and the team, to give game recaps, provide Fantasy Football insights, and has guests including current and former players.
- **Motown Mojo Live:** A nationally known musician and a graphic novelist may not appear to have much in common, but with guests and callers from around the country and locally here in the metro Detroit music and art scene, this duo of hosts delivers interesting, relevant content weekly.
- **Undercard: Hand Combat Radio:** If MMA, boxing, wrestling, or any other combat sport interests you, this is the show you need to listen to regularly. Guests including local and national competitors and the names you read / hear about every day.
- **The Corner with K-Hubb:** A variety show with a loyal, dedicated following that covers the local music scene, dating, and some of life's weirdest moments on a regular basis.
- **Mayhem Radio:** Local and national music events and guests are featured on this show hosted by a trio of friends bringing you inside their world.



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The Shows (as of 10/2/2015)

SHOW	LOCAL FOCUS	NATIONAL STORIES	MUSIC FOCUS	TALK FORMAT	TECH / GEEK FOCUS	SPORTS FOCUS
The Gooder Guys	X	X		X		
Nooner Show	X	X		X		
Get Your Geek On	X	X		X	X	
Five Gears Show	X	X	X	X		
Metal Jukebox	X	X	X	X		
Better On Draft	X	X		X		
Deacon Coldstone	X		X	X		



# INTRODUCTION

## The Shows

### Show Detail

- **The Good-er Guys:** Two artists bring you inside the metro Detroit and national art world, Comic Con, and entertainment scene.
- **The Nooner Show.** Join writer and business-owner Jackie Wallace and award winning children's author Denise Brennar-Nelson for a fun and upbeat hour of talk radio. Everything from morale and motherhood, to creativity, time awareness, the art of teeter tottering, (aka- relationship advice), fashion, fitness, and more.
- **Get Your Geek On:** If it's something you can geek out about, or a secret you keep from your friends so they don't mock you, odds are good these three are talking about it.
- **5ive Gears Show.** Join your host Stone Perkins and a weekly rotating co-hosting line up that might even include your grandma. Each week The 5ive Gears Show will feature Bangin' & Banter in a two hour punch you in the mouth show.
- **Metal Jukebox:** The Metal Jukebox is hosted by lifelong metalhead Jer Walker. He delivers you an entire hour jam packed with all things Metal
- **Better on Draft:** Beers, Video Games, Sports and The Big D. This is what you can expect from the guys over at the Better on Draft Podcast.
- **Shoutin' with Deacon Coldstone:** SHOUTIN' with Deacon Coldstone is an entire hour of Gospel music for you sawy listeners out there. Tune in for an audible experience you'll never forget.



# INTRODUCTION

The Shows (as of 10/2/2015)

SHOW	LOCAL FOCUS	NATIONAL STORIES	MUSIC FOCUS	TALK FORMAT	TECH / GEEK FOCUS	SPORTS FOCUS
Jazzy G	X		X	X		
Top Rope Review	X	X		X		X
RACK show	X	X		X	X	
Art of Relationships	X	X		X		
Internet Advisor	X	X		X	X	
PC Mike's Techcast	X	X		X	X	
Super Healthy Me	X	X		X		



# INTRODUCTION

## The Shows

### Show Detail

- **Jammin' with Jazzy G:** Jazzy G brings you a full hour of the best Jazz your ears can handle! Turn this show on while entertaining your friends, dining with your lovelies, or just chilling by yourself.
- **Top Rope Review:** Wrestling. From the WWE to the local indy scene, this trio deep-dives every week to make sure you've got the latest and greatest news, reviews and information in your head.
- **The RACK Show:** He's a GEEK, the other's a NERD, and they know the difference. Watch Conrad and Lucas interview, dissect, and participate in today's geek culture From LARP to Cosplay to whatever lies on the horizon.
- **The Art of Relationships:** Licensed relationship & sex counselor Greg Dudzinski's "The Art of Relationships Radio Show" will cover crucial elements in rebuilding emotional and physical intimacy, plus help reignite the passion in your romantic relationships.
- **The Internet Advisor Show:** Foster Braun, Gary Baker, Ed Rudel and Cal Carson discuss the latest technology news and solve computer problems to improve listeners' Internet experience.
- **PC Mike's Techcast:** Mike Wendland is America's premier high tech reporter. His NBC-TV network television reports and five books on the Internet have given him a loyal nationwide audience of millions who have come to rely on his warm and with columns and online videos.
- **Super Healthy Me:** This blog and podcast chronicles exactly what happens to me as I start to exercise daily and abandon a junk food diet and eat only good, whole, organic and nutritious foods.





# STATISTICS

Podcast Detroit



# STATISTICS

## Demographics

60% Metro  
Detroit

1% Lansing

1% Grand Rapids

1% International

1% Chicago

36% Other US

**GLOBAL REACH, LOCAL FOCUS**

\*Stats via LinkedIn

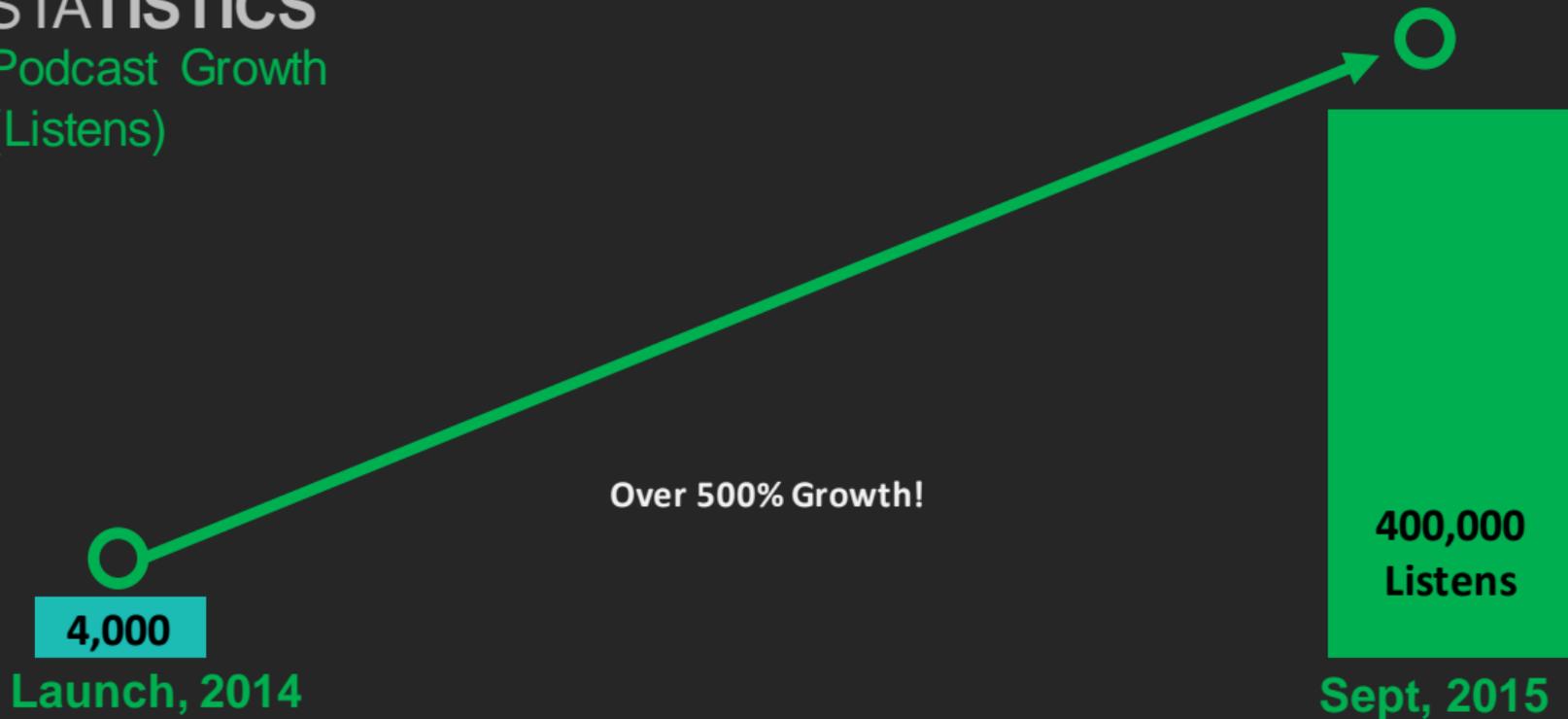


[www.PodcastDetroit.com](http://www.PodcastDetroit.com)



# STATISTICS

## Podcast Growth (Listens)



\*Statistics are as of August, 2015

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# THE NETWORK

## We're Not Alone

With a stream that runs 24/7/365, the Podcast Detroit network is available to get your message out, to host you on one of our shows, get your ads and content syndicated into a variety of programs with diverse demographics to suit any need and more.

Or maybe you want to start your own broadcast. We can help you with that, too.





# WHY YOU CARE

Podcast Detroit



# WHY YOU CARE

## Why Podcast Detroit?

### Unique Value Proposition

The founders have run a networking group in the area for 15 years, helping more than 1,600 people find new jobs. Their track record speaks for itself, and they are committed to bringing on shows that add value, resonate with listeners, and are staking their reputations on delivering.

### SUMMARY

When you get involved as a sponsor of Podcast Detroit in any capacity, you're not just paying for a web ad, a radio spot, or a place to hang your banner in a "spray and pray" fashion. What you're doing is building and fostering a relationship with a group of individuals that has proven time and time again that they're the right people to know and be involved with when it comes to the metro Detroit area.

You're helping us achieve your goals...and we've spent too long building the reputation for our group, and our own personal credibility...to do anything but help you achieve yours as well.

### Locally Grown, Widely Known

Listeners in all 50 states and 41 countries can't be wrong.

Well, they can, but is that really a reach and market that you can ignore?

Even though we're focused on the metro Detroit area, we can absolutely get your message out beyond the city, the state, or even the nation.

### Return On Investment

Our show guests thank us for the repeat traffic through their doors and rattle our cages for return appearances. Our event sponsors rave about the caliber and quality of the people they're exposed to and the positive impact to their bottom line. Our unique blend of on-air, in-person, and virtual opportunities means that no matter who you're trying to reach, we've got a way to get you in front of them.





# OPPORTUNITIES

Podcast Detroit



# SPONSORSHIP OPPORTUNITIES



## Events

Want to stand out at by having a live broadcast from one of your events?



## Website/Podcast Lite

Want your banner on our site that gets over 500,000 page views per month? Want your name heard 250,000 times a week or more?



## Dedicated Reads

Want a 1-2 minute dedicated read on our podcast with a call to action?

Prices are based on open inventory



## Your Own Podcast

Want your own weekly show on our podcast network?

We can help bring a new audience to your company while you showcase your brand as a subject matter expert. Contact us for more details.

**We have the reach to fulfill your niche branding needs.**



[www.PodcastDetroit.com](http://www.PodcastDetroit.com)



# READY?

## Contact Us



So now you've seen the story .

You've read the numbers, reviewed the metrics.

What's next?

Simple – get in touch with us and let's put together a plan of attack that's right for you and maximizes your experience with us.

Email: [contact@podcastdetroit.com](mailto:contact@podcastdetroit.com)





**THANK YOU**

Podcast Detroit

