



## 2016 MEDIA KIT

# INTRODUCTION

## Overview



In 2001, a group was started for Information Technology professionals who wanted to network the right way. 6500+ members, 200+ events and over 2000 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. 350,000 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.

In May of 2016, at less than a year old, the network expanded operations to a dedicated building and multiple studios.

In November of 2016, the network expanded yet again with a new studio located in the historic Penobscot Building in downtown Detroit focused on business clients.

We look to 2017 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 our Royal Oak facility with two studios designed to support up to eight hosts and guests with a third studio supporting four, to a remote unit that allows for on-site broadcasts, to even more portable items in use for one on one interviews, and now a new studio in downtown Detroit, we have a number of ways that shows can interact with their guests. Add in videography, custom editing, and photoshoots, and there's very little we can't do.



### 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.



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



# INTRODUCTION

## What We Do

### Live Reads

With more than 60 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, sports to politics, from artists to the self-help crowd, a live read can get your message in our hosts' voices to their audience.

### 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. We have several voice professionals on our roster that 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.

## 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.



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# STATISTICS

## Demographics

60% Metro Detroit

1% Lansing

1% Grand Rapids

1% International

1% Chicago

36% Other US



### GLOBAL REACH, LOCAL FOCUS

\*Stats via Google Analytics, Soundcloud Metrics and iTunes



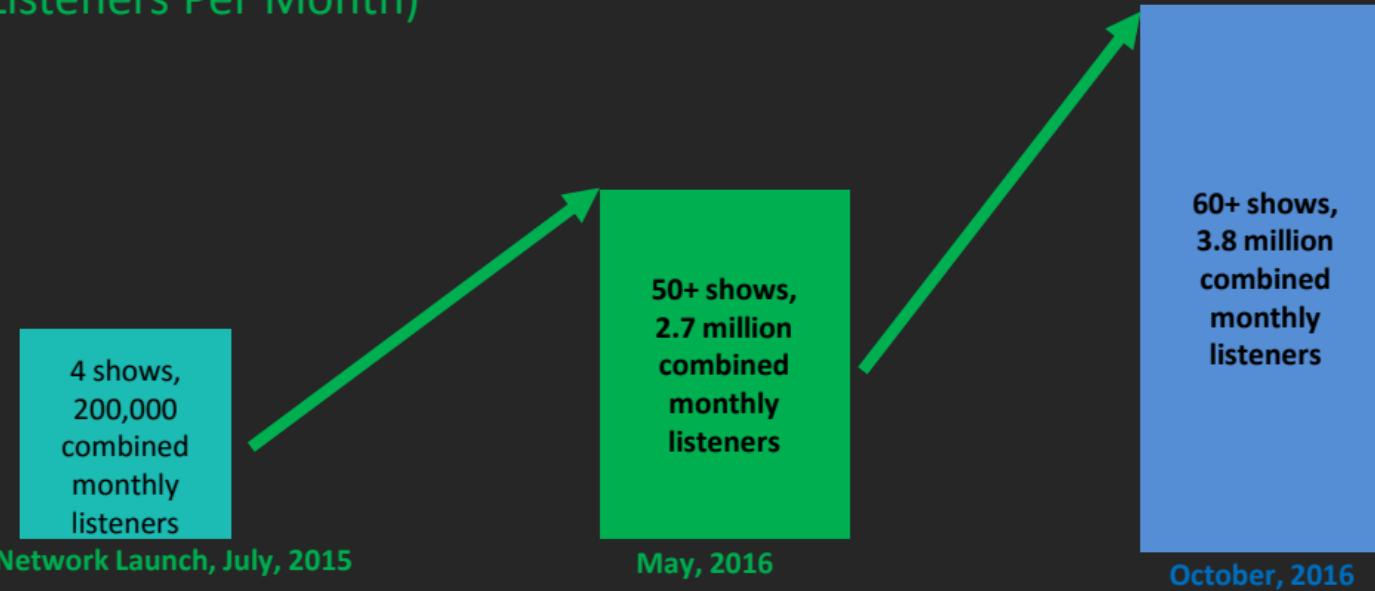
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# STATISTICS

## Podcast Growth (Listeners Per Month)

This isn't a “niche market”. This is a powerful platform that continues to grow market share and expand operations.



\*Statistics are as of November 1, 2016

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# THE NETWORK Capabilities

With six streams that run 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. Four active studios capable of supporting anything from a solo host to a host and seven guests, basic editing, publishing and syndication included...if you want those services. You can broadcast live or record locally and take the files for use on your own website, intranet, or other distribution channels as you choose.



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# THE NETWORK

## The Shows

As of November 2016, more than 60 shows are broadcasting live from the Podcast Detroit studios, with another handful syndicating through our streams. Our show hosts are a diverse group that encompass a wide age range, are a mix of women and men, of races and heritages, of people from a wide variety of backgrounds looking to have their voices heard. They range from amateurs sitting in front of a mic for the first time to professionals with years of terrestrial radio experience.

- **Technology** (*News, Interviews, Events*)
- **Sports** (*Football, MMA, Boxing, Hockey, Local, National*)
- **Talk** (*Interviews, Comedy, Art, Business, Local, Celebrity, Politics*)
- **Music** (*Local Bands, Interviews, Events*)
- **Self-Help** (*Fitness, Emotional, Psychology, Relationships*)
- **Entertainment** (*Movies, Video Games, Comic Books, TV Shows*)
- **Business** (*Tech, Real Estate, Innovation*)



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# WHY YOU CARE

Podcast Detroit



# WHY YOU CARE

## Why Advertise on Podcasts?

### Actively Engaged Audience

We've all done it – driven around in the car or been in the backyard with a radio station on in the background with no clue what's on or being broadcast.

Podcast listeners are different. They are actively choosing to seek out a specific network or show, and are therefore much more engaged with the content...and ads.

### Metrics Matter

Have you ever taken a look at how Arbitron (radio) and Neilson (tv) ratings actually work? They're a complete mess based on guesswork, extrapolation of small sample sizes into much larger and inevitably inaccurate numbers, and have very little bearing on reality.

With podcasts, you see *real* numbers. You can see exactly how many people listened to your message and make real action plans and meaningful budgetary decisions.

### Budget Friendly Decisions

Are you really ready to drop thousands of dollars on an ad campaign that can't give you reliable metrics? Are you a small to medium sized company that is ready to do some advertising, but you're not sure a large scale spend is right for you?

Podcast networks can help you by matching your desired spend and target demographic with a show (or several shows) that can meet all of your needs, from your own wallet to your CFO's spreadsheets.



# WHY YOU CARE

## Why Advertise on Podcasts?

### SUMMARY

Podcasting is a rapidly growing medium with a proven reach to engaged audiences around the world. Podcast listening increased 23% between 2015 and 2016, reaching nearly 21% of the population with nearly 57 million Americans reporting listening to podcasts, and 64% of all podcasts being listened to on a mobile platform such as smartphones and tablets.\*

An audience that's engaged, on the move, embraces technology and change, and actively seeks out desired content. That's a marketer's dream.

*\*figures quoted from Edison Research 2016 study on podcast reach, distribution and demographics*



# 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 2,000 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

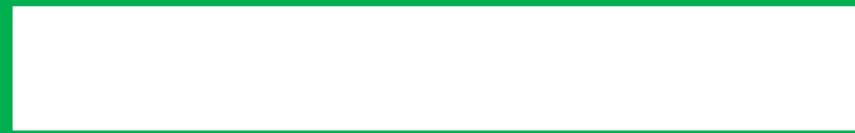
Our show guests thank us for the repeat traffic through their doors and rattle our cages for return appearances. Our event sponsors rave about the caliber and quality of the people they're exposed to and the positive impact to their bottom line. Our unique blend of on-air, in-person, and virtual opportunities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





# PRICING

Podcast Detroit



# SPONSORSHIP OPPORTUNITIES



## Events

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

From live music festivals to information technology security conferences, our shows have been doing remotes that drive engagement and get your message out to listeners. Have an internet connection and a power outlet? Let's talk.



## Website / Social Promotion

From traditional banner ads to mentions on Facebook pages or Twitter feeds, and even out into the worlds of Snapchat filters, mentions during live video streaming and more, we can customize a package starting as low as \$100 per show for you.



## Dedicated Reads

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

Prices are based on open inventory, and can be tailored to fit your exact message and needs for as little as \$250 per show.



## 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 branding needs.**



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# 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)



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**THANK YOU**  
Podcast Detroit

