



Sample Podcast Media Kit

For more resources, visit:

www.podbean.com

<https://blog.podbean.com/>



Why do I need a podcast media kit?

A podcast media kit can be used for various purposes, including securing advertisers or sponsors, attracting high quality guests, applying to be a speaker or guest expert, and for media opportunities. A good media kit highlights the value of your podcast and gives interested parties a quick glance at who you are, what your podcast and audience is all about, and what you have to offer.



Checklist for Your Podcast Media Kit

- A description of your podcast
- A few episode highlights (links/embeddable player, overview)
- About the host(s)
- Any notable quotes from the press, or from reviews
- Your rating in iTunes/other apps, features, etc.
- Total number of downloads (ever, per year, month, episodes, etc.)*, other audience data like geographies and any relevant consumption data
- What sponsorship includes (what type of advertising, where it will be located) or sponsorship options. Remember, you can be creative as you may have multiple assets and reach beyond just downloads. With Podbean's PodAds you can also offer geo targeted ads for regional advertisers, special runs for events or timely needs, etc.
- What you're looking for in terms of guests and what kind of expertise or information you can offer (for speaker, live show and media opportunities)
- Contact information and social media links
- Optional, if you have it: information about audience demographics (possibly from a survey or from your social media or email list) or interests
- Optional, if applicable: website hits, newsletter subscribers, or social media reach

*Advertisers are typically interested in how many downloads each episode receives on average over a 30 day period

Examples of Quality Podcast Media Kits

- [Podcast Junkies](#)
- [Mobile First](#) (guest focused)
- [The Love and Luck Podcast Press Kit](#)
- [Indie Travel Podcast](#)
- [Zen Parenting Radio](#)
- [Golficity](#)

Podcasting Smarter Media Kit *Sample*

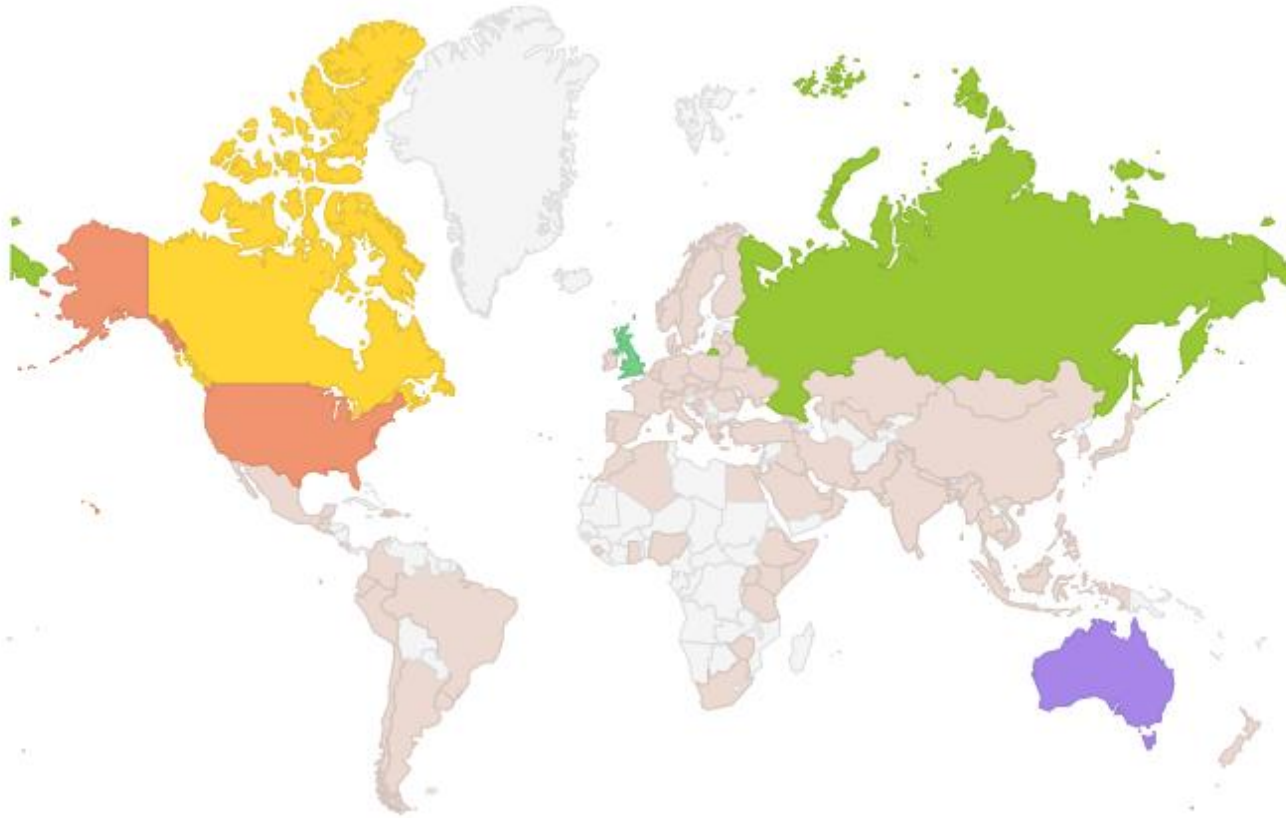
<https://podcast.podbean.com/>



Podcasting Smarter is the podcast for podcasters, by podcasters. The show consists of real-life stories from podcast creators of every niche, category, size and level of experience. The hosts, experienced podcasters and managers at one of the world's largest podcast hosting platforms, interview fellow podcasters to get an inside view into their process. They share their challenges, wins, tools and tips. Their stories provide valuable take-aways for listeners who produce podcasts or are considering starting one. And, most importantly, the interviews highlight the many ways podcasting can be used to share a message and reach various goals.



Podcasting Smarter Audience



82% U.S.

7% U.K.

5% Canada

4% Australia

1.7% Russia

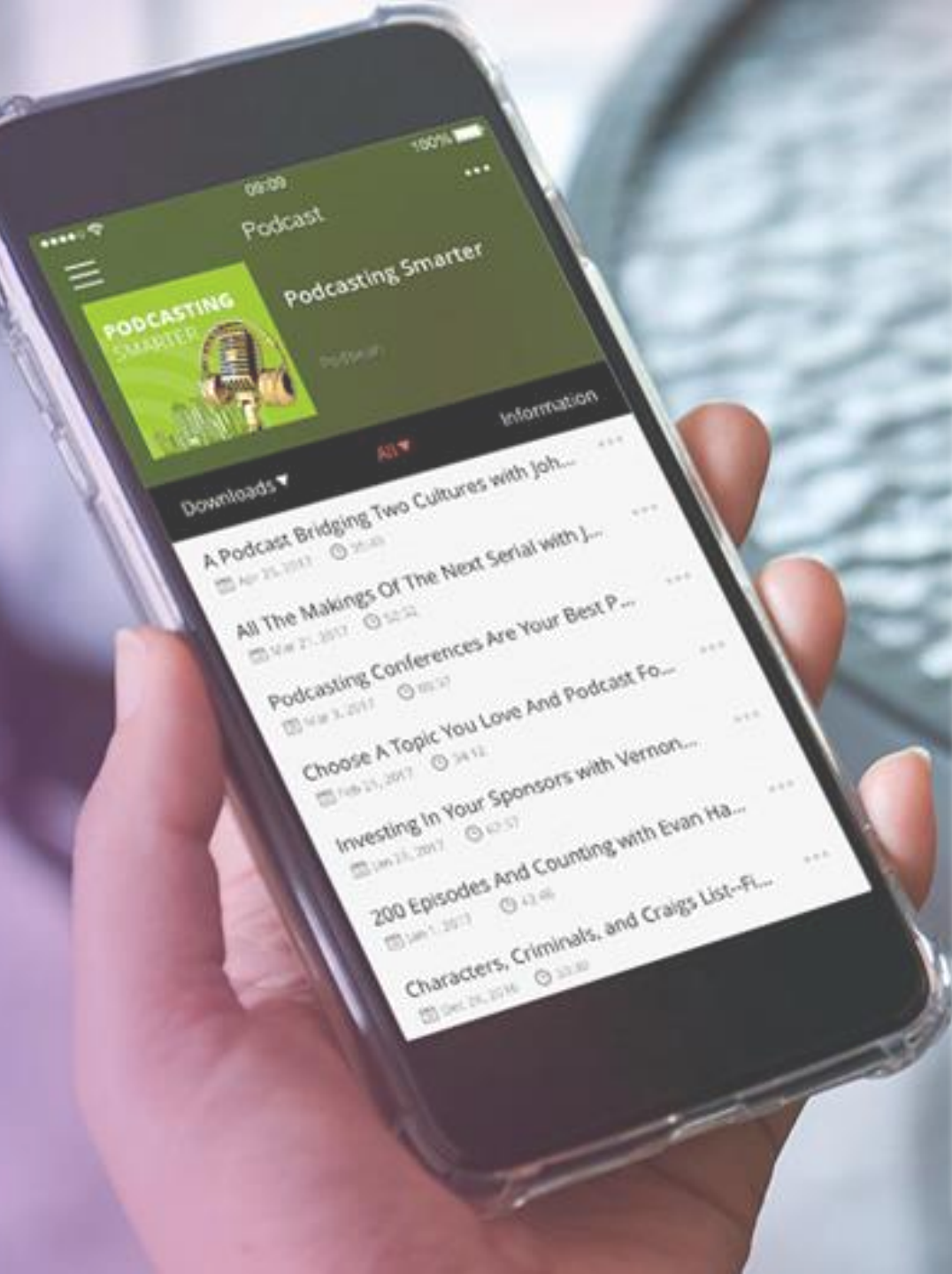


38,900 downloads



4,200 Facebook group members

The Podcasting Smarter audience primarily consists of content creators, including new and experienced podcasters and others interested in podcasting. It is a niche audience, with targeted interests and high engagement. They are interested in information, products and services related to podcasting, marketing, and content creation.



“I love Podcasting Smarter, I started my own podcast about 2 years ago and this show was an invaluable resource for me as I was getting it off the ground. Experience is valuable, but the more you can learn from other's mistakes and expertise, you'll always be ahead of the game.”

“This show offers something different and it's a bonus for me because they are also my podcast hosting site so it kinda gives me the inside scoop as a partner.”

“As a podcaster myself, I listen to this one for regular inspiration. I love how the host interviews all sizes of podcasts on her show. Love the questions and the ability to ask exactly what I'm thinking! Highly recommend!”

“It's great to hear from a variety of independent podcasters. Diverse guests with different subject matter, different levels of expertise, etc. Cool to hear their stories and tips. I like the "fun"/standard questions that the host asks too as it makes it more interesting. I think anyone who loves podcasts will enjoy it, as well as podcasters themselves who could find a lot of resources and help from what the interviewees share.”

Episodes/Guests

Past guests have included podcasters from a wide array of genres, at all stages of podcasting. Podcasting Smarter has also featured guest experts from the podcasting industry.

Sample episodes:

[Building a Podcast Kingdom with Rex Factor](#)

[Running a Full-Service Media Studio with New Media Studios](#)

[Radio Futurologist James Cridland on All Things Podcasting](#)





Guests: Podcasting Smarter seeks podcasters with a unique story to share some insights into their podcasting journey and tips to help other podcasters succeed. You can email your guest pitch to contact@podbean.com.

Media: The Podcasting Smarter hosts and other members of Podbean's team speak on podcasting and industry topics for press and conferences. For media or speaker inquiries, email contact@podbean.com.

Advertising: Podcasting Smarter offers customized sponsorship packages. [Click here](#) to set up a call to discuss how Podcasting Smarter can get you in front of your target audience.



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