

**MPN**

MARKETING PODCAST  
**NETWORK**

**MEDIA KIT**

**Spring 2023**

(subject to change)

# Podcasts = Prospects

Nearly

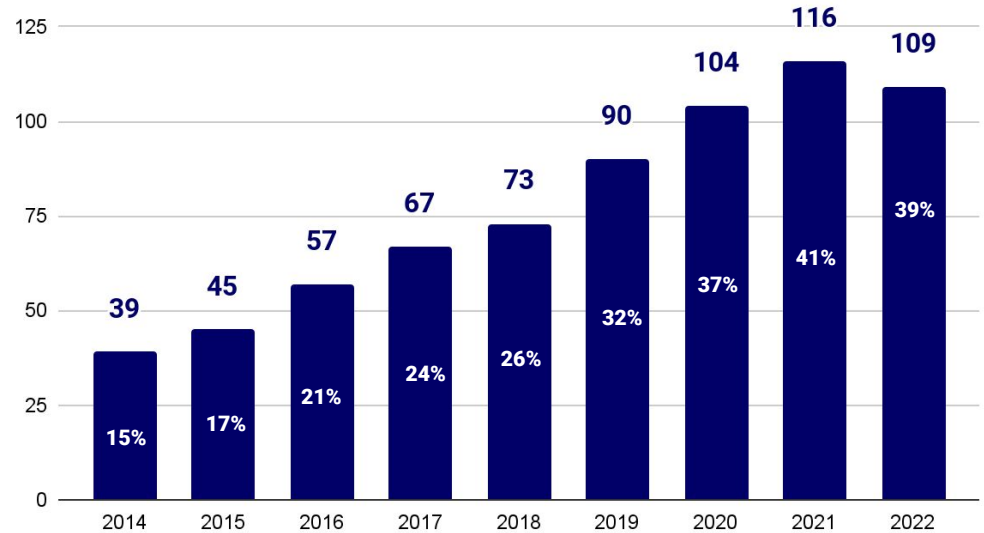
62%

of Americans have  
listened to a  
podcast. Almost  
40% listen monthly

74

Million  
Americans listen  
to podcasts  
weekly

Monthly U.S. Podcast Listeners (in millions)



Sources: Edison Research and Triton Digital, The Infinite Dial 2021, Persons 12+; Source: Edison Research & Triton Digital, The Infinite Dial, Persons 12+, Projected # of monthly listeners for 2022-2024 calculated using 17% CAGR from 2014-2021, % of population assumes 2022-2024 persons 12+ population at 282.9 million

# Podcasts are influential

On-demand audio is not only widely listened to, but significantly more effective than other mediums at influencing the audience to think or act differently.



**86%**

Highest Recall of  
any digital ad  
medium

**76%**

Listeners report taking  
action after hearing  
podcast ads

**64%**

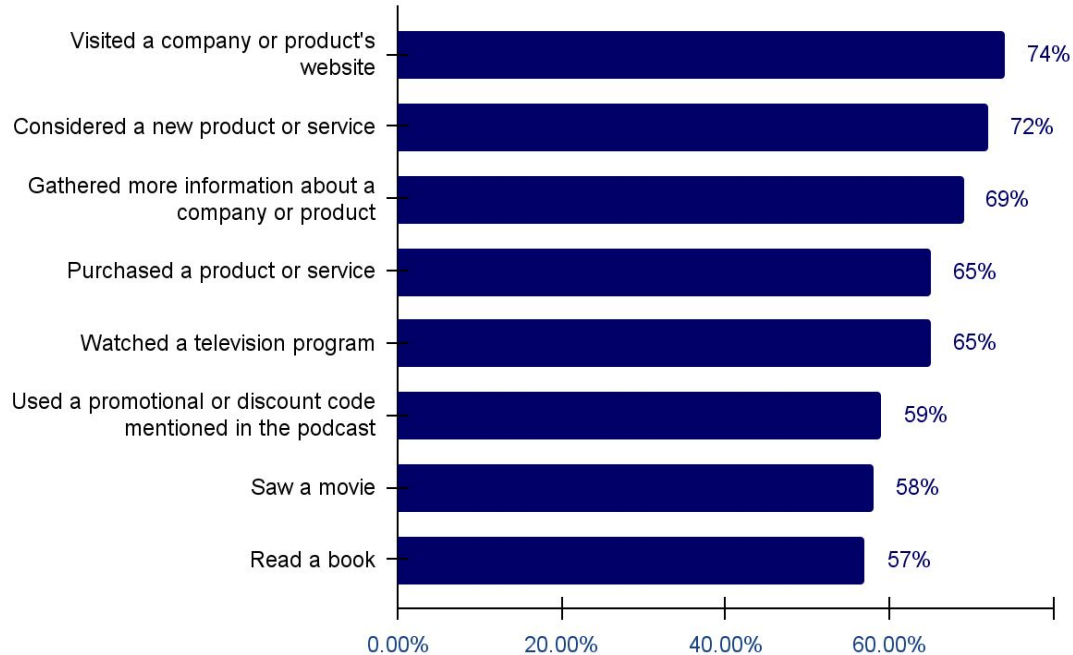
Listeners report  
loyalty to podcast  
advertisers

**50%**

Of super listeners say  
podcast ads are the  
best way for a brand to  
reach them



# As a result of hearing a sponsorship or advertisement on a podcast you regularly listen to, have you ever ...





**55% | 45%**  
**MALE-FEMALE**  
**SPLIT**

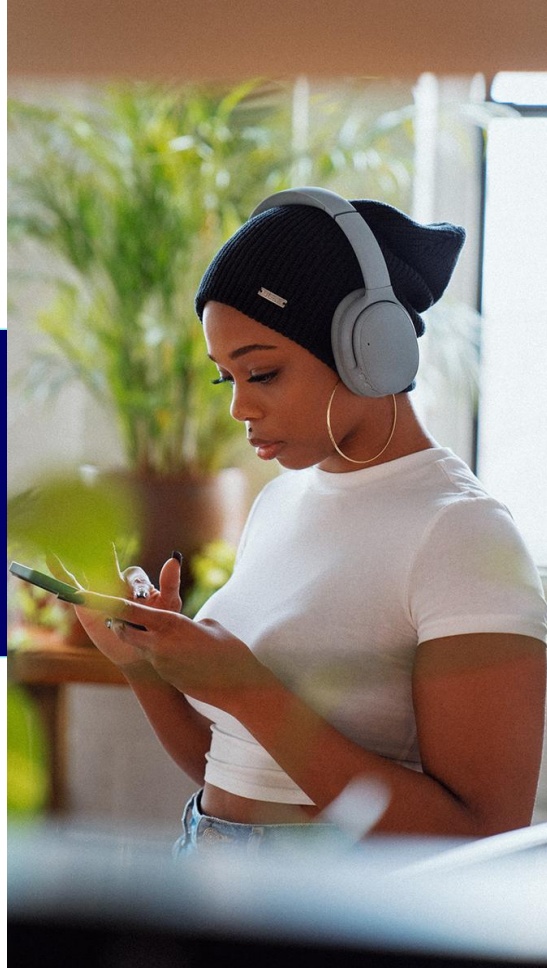
# PODCAST LISTENERS ARE **DESIRABLE** CONSUMERS



**34**  
**MEDIAN AGE**



**77%**  
**WORK FULL**  
**OR PART TIME**



**69%**  
**HAVE HH**  
**OF \$50K+**



# Power in Podcasts



10.3% Average Lead Conversion Rate  
(Facebook 9.2%; Google 4.4%)



12.2% Average Lead Conversion Rate  
(Professional Services Category)



6.6% Avg. Purchase Conversion Rate  
(Google 3.5%; E-Comm 2.6%)



44% of C-Suite/VPs/Owners Listen  
(And that's from a 2018 study)



51% of listeners more likely to be  
management; 45% w/HHI of \$250K+





A blurred background image of a crowd at a conference or event. Several people's hands are raised in the air, suggesting an interactive session or a Q&A period. The lighting is warm, and the focus is soft, emphasizing the collective energy of the audience.

100%

**of the MPN Audience are marketers**





**MPN**

MARKETING PODCAST  
NETWORK

Total downloads is up 20% Quarter/Quarter

20,000

Cumulative Monthly Downloads

7,500

Monthly Listeners

36

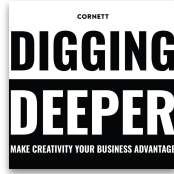
Shows



Projections as of 2/15/22



# Our Ad Network Shows



## Select Previous Sponsors



# MPN MEDIA PACKAGES

## The Courier

- 15- or 30-second insertion
- 10,000 impressions\*
- \$75 CPM
- Pre-roll & Mid-roll priority placement
- All MPN Ad Network Shows\*\*
- Website recognition
- Social media recognition w/tagging

**\$750**

For 1 month

## The Consultant

- 15- or 30-second insertion
- 10,000 impressions/month\*
- \$65 CPM
- Pre-roll & Mid-roll priority placement
- All MPN Ad Network Shows\*\*
- Website recognition
- Social media recognition w/tagging

**\$650**

Per month for 3 months

(\*) – Approximate, but minimum guaranteed

(\*\*) – Only Ad Network Opted-In Shows (All listed in this kit.)



# MPN MEDIA PACKAGES

## The Director

- 15- or 30-second insertion
- 10,000 impressions/month\*
- \$55 CPM
- Pre-roll & Mid-roll priority placement
- All MPN Ad Network Shows\*\*
- Website recognition w/permalink
- Social media recognition w/tagging

**\$550**

Per month for 6 months

## The Partner

- 15- or 30-second insertion
- 10,000 impressions/month\*
- \$45 CPM
- Pre-roll & Mid-roll priority placement
- All MPN Ad Network Shows\*\*
- Website recognition w/permalink
- Social media recognition w/tagging

**\$450**

Per month for 12 months

(\*) – Approximate, but minimum guaranteed

(\*\*) – Only Ad Network Opted-In Shows (All listed in this kit.)



# MPN MEDIA PACKAGES

## **Custom Commercial Individual Host Recorded Read \$500 per script, per campaign**

- Cost in addition to CPM package costs
- Custom recording of approved podcast script by each participating show host
- Inserted as a regular media insertion
- Designed to sound as if an in-show recommendation
- Only available with participating hosts

## **High Impact Endorsement In-Show Organic Read \$1250 per month**

- “Live” host reads in minimum of 50% of show’s normal publishing schedule per month (1 in monthly shows; 1 in bi-weekly shows; 2 in weekly shows; etc.)
- Only available with participating hosts (most participate)
- 10,000 impressions/month\*
- \$125 CPM
- All MPN Ad Network Shows\*\*
- Website recognition w/permalink
- Social media recognition w/tagging

(\*) – Approximate, but minimum guaranteed

(\*\*) – Only Ad Network Opted-In Shows (All listed in this kit.)



# CREATIVE SERVICES

## Commercial Package \$500-\$800

- Complete creative package (copywriting, audio production and voice-over) for one (1) 30-second or one (1) 60-second recorded podcast advertisement
- Includes client briefing call to provide direction, tone, & required copy points
- Up to two (2) text, one (1) production and one (1) voice-over revisions

## Copywriting \$150-\$200

- Script writing for one (1) 30-second or one (1) 60-second podcast advertisement
- Includes client briefing call
- Up to two (2) text revisions

## Audio Production \$250-\$300

- Audio production for one (1) 30-second or one (1) 60-second podcast advertisement
- Includes one (1) revision

## Voice-Overs \$200-\$400

- Voice-over performance of approved script
- Includes one (1) revision

## Full Podcast Editing & Production \$500-\$750 per month

- Weekly show production
- 96-hour turnaround time







**MPN**  
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