

MPN

**MARKETING PODCAST
NETWORK**

MEDIA KIT

Spring 2023

(subject to change)

Podcasts = Prospects

Nearly

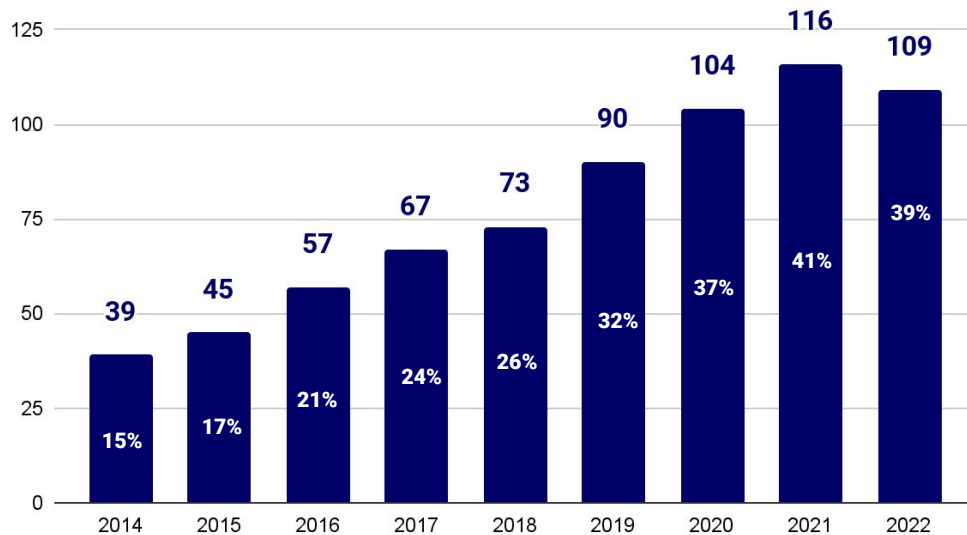
62%

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)



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%

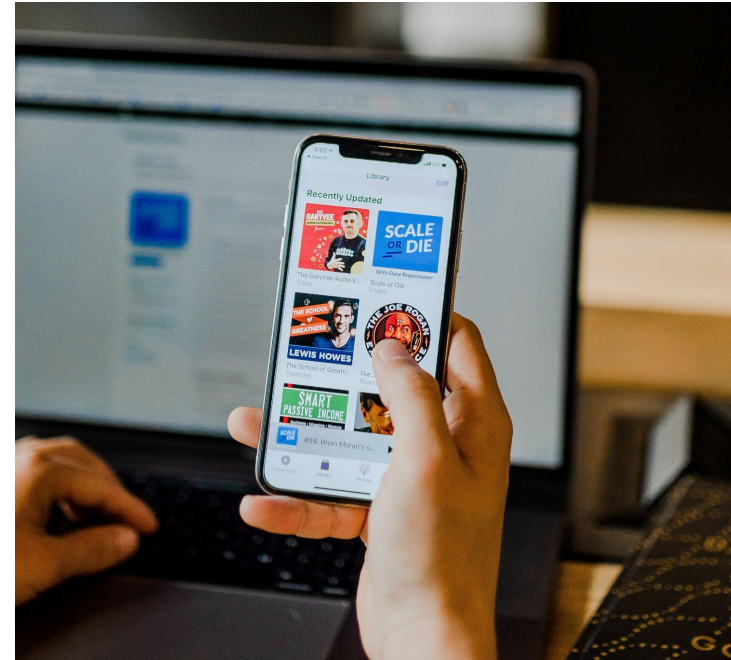
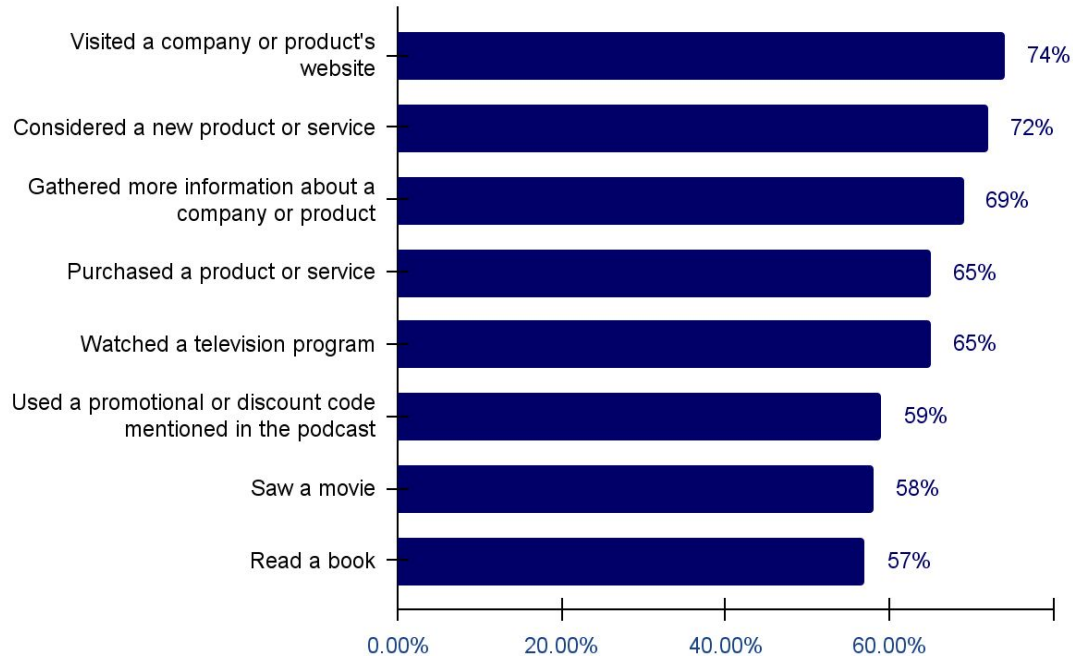
Listeners report loyalty to podcast advertisers

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

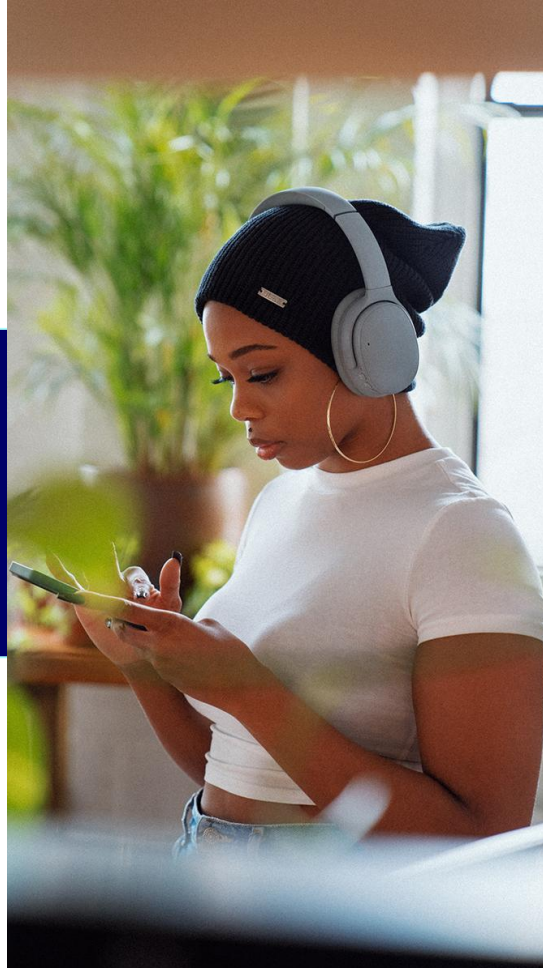
PODCAST LISTENERS ARE DESIRABLE CONSUMERS



34
MEDIAN AGE



77%
WORK FULL
OR PART TIME



69%
HAVE HHI
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 of a conference or meeting. In the foreground, a person's hand is raised, holding a pen. Another hand is visible in the background, also raised. The scene is dimly lit with blue and white light sources.

100%

of the MPN Audience are marketers





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Total downloads is up 20% Quarter/Quarter

22,000

Cumulative Monthly Downloads

7,500

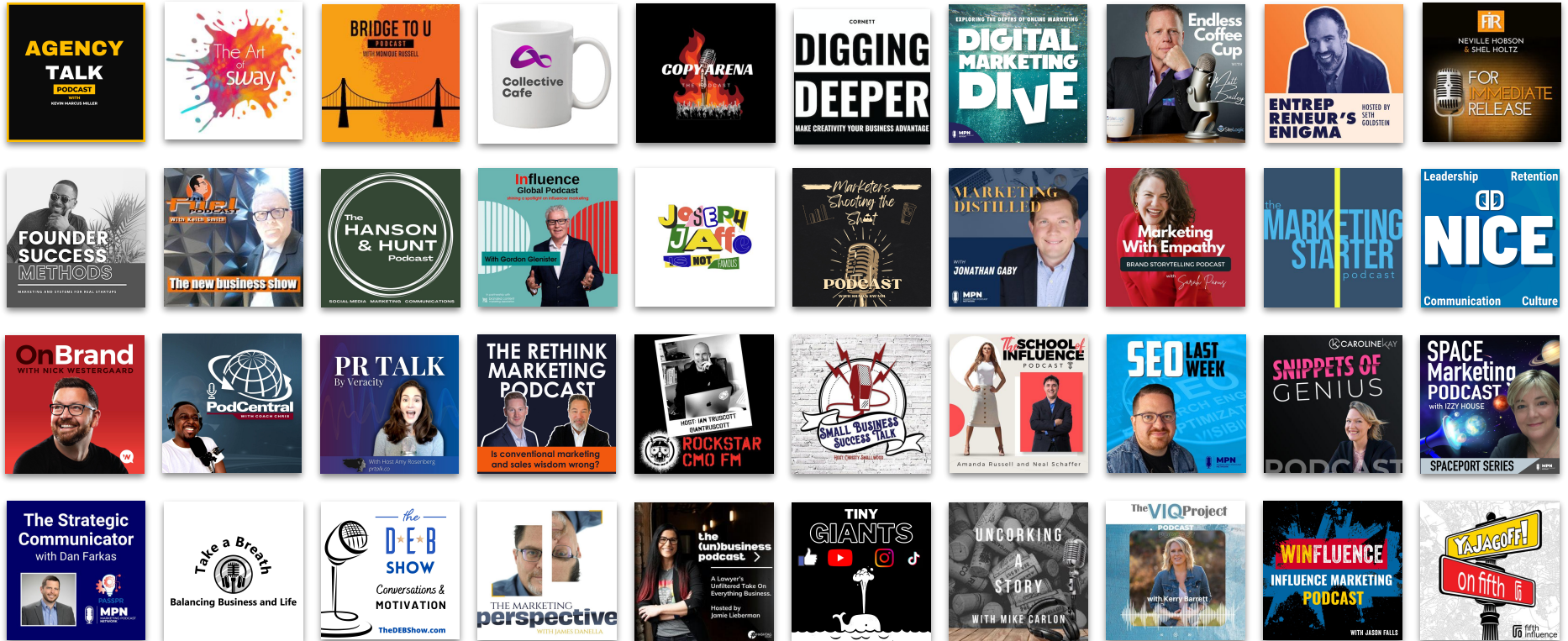
Monthly Listeners

40

Shows



Our Ad Network Shows



Select Previous Sponsors



MPN MEDIA PACKAGES

The Courier

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

\$650

For 1 month

The Consultant

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

\$550

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*
- \$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 6 months

The Partner

- 15- or 30-second insertion
- 10,000 impressions/month*
- \$35 CPM
- Pre-roll & Mid-roll priority placement
- All MPN Ad Network Shows**
- Website recognition w/permalink
- Social media recognition w/tagging

\$350

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 \$1000 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*
- \$100 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
- 5 business day turnaround time* (Gold Plan)





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Jason Falls
Executive Producer
jason@marketingpodcasts.net
011.502.619.3285



marketingpodcasts.net