



PODCAST SPONSORSHIP OPPORTUNITIES 2015

ABOUT

Radiotopia is a network of ten high-quality, story-driven audio podcasts from both emerging and established independent producers. Our public radio roots have helped our network grow very quickly. We believe podcast listeners crave this type of intelligent programming. Since inception, we have grown to average over 2.7 million monthly downloads across the network.

Podcast listeners are more deeply engaged with our content than other, more passive forms of media. Your message can have impact download by download.

Our podcast listeners closely mirror the public radio demographic, but age skews younger, with an average age of 38.

Our listeners are fans--with over 167,000 social media followers on Facebook, Twitter and Tumblr. We've got over 22,000 subscribed to our monthly Radiotopia e-newsletter. Our fans recently showed their passion for our podcasts by coming out in force to support our Kickstarter campaign. We ended the campaign as the most successful in public media history--earning over \$628K in revenue with support from over 21,000 backers.

Most importantly, the way in which our hosts deliver your message is very powerful. We strive for an authentic voice that is connected to our content. The result is like a good friend whispering a recommendation in our listeners' ears.

THE LINEUP

99% Invisible – 99% Invisible is one of the most popular podcasts in the world. The program explores design, architecture, and the 99%-invisible activity that shapes our world. The show is the brainchild of award-winning producer Roman Mars, who has been dubbed "the Ira Glass of design" by architecture and design columnist, Allison Arieff of The New York Times.

Benjamin Walker's Theory of Everything - Combining drama, essay and interview the show creates a new kind of audio experience. Recent stories have ranged from "work at home art" to a story about a former prisoner from Guantanamo Bay, and a meditation on ephemeral images in the digital age.

Radio Diaries – Extraordinary stories of ordinary life, Radio Diaries offers first-person diaries, sound portraits and historical documentaries from award-winning producer Joe Richman and team.

Fugitive Waves – From powerhouse producers, The Kitchen Sisters (Lost & Found Sound, Hidden Kitchens, The Hidden World of Girls) this new show mines the Sisters' deep archive of stories, lost recordings and shards of sound, along with new tales from remarkable people around the world. They are stories from the flip side of history.

Love + Radio – Like nothing you've ever heard before, Love + Radio offers in-depth, otherworldly produced conversations exploring all of life's gray areas on an eclectic range of subjects, from the seedy to the sublime. The show gets inside the mind of a rogue taxidermist, a Mafia associate turned investigative journalist, a woman who gives away her life savings every night, and countless other inimitable and fascinating characters.

Strangers - The brainchild of Lea Thau, who earned a Peabody Award for her work with The Moth, Strangers features true stories about the people we meet, the connections we make, the heartbreaks we suffer, the kindnesses we encounter, and those frightful moments when we discover that we aren't even who we thought we were.

The Truth – *The Truth* brings a modern radio storytelling sensibility to traditional radio drama, resulting in rich, evocative pieces that could be described as short films without pictures. Produced by Peabody Award winner Jonathan Mitchell, the show combines excellent writing with authentic, often improvised performances and rich sound design.

Criminal - Stories of people who've done wrong, been wronged, or gotten caught somewhere in the middle. Criminal already ranks among the most popular podcasts in the US on the iTunes charts. Criminal was recognized on the BuzzFeed list of podcasts and recently by Glamour magazine.

The Heart - It bleeds, it breaks, it sings, it soars. The Heart is radio show about the things you whisper. The things you feel but you don't know how to name. It's about the triumphs and the terrors of intimacy, the bliss and banality of being in love and the wild diversity of the human heart. Kaitlin Prest is an audio artist

working with radio, performance and installation. She is the creative director of the Heart (formerly known as Audio Smut), and a producer/sound director at Life of the Law. Both shows are independently produced podcasts with a flair for audio craftsmanship.

The Allusionist - A brand new podcast from British host Helen Zaltzman of Answer Me This. The Allusionist will answer why we say the things we say. Helen dives below the surface of language to find out. Aiming to be the 99% Invisible of the English language; she has been described as fun, zippy and certainly never boring. Helen is known for the original, creative jingles she writes for sponsors.

RATES AND DOWNLOAD DATA

Below is a table of rates and three month average downloads from August-October 2014. Our shows are priced at \$20 CPM. These rates have a 30 day guarantee and are subject to change as our audience downloads grow.

Program	Three month average downloads (Aug-Oct)	Shows per month	Rate per show
99% Invisible	1,538,539	4	\$5700
Love and Radio	299,300	2	\$4500
The Truth	253,607	2	\$2500
Radio Diaries	86,344	2	\$1200
Strangers	188,022	2	\$1800
Theory of Everything	119,670	2	\$1000
Fugitive Waves	31,605	2	\$600
Criminal	207,958	1	\$4100
The Heart	122,000	2	\$1000
The Allusionist (estimated)	25,000	2	\$500

Praise

<http://www.lamag.com/culturefiles/15-podcasts-add-permanent-playlist/> Los Angeles Magazines recommends Audio Smut (now The Heart) and Strangers.

<http://www.glamour.com/entertainment/blogs/obsessed/2014/11/5-podcasts-like-serial> Glamour gives a nod to our newest addition, Criminal

http://www.nytimes.com/2014/11/17/business/media/kickstarter-campaign-focus-es-on-public-radio.html?_r=0 The New York Times highlights our successful Kickstarter campaign

<http://www.ibtimes.com/welcome-million-dollar-podcast-niche-medium-grows-bit-advertisers-start-notice-1716532> International Business Times on the advertising proposition.

<http://www.buzzfeed.com/juliafurlan/driveway-moment-all-day> BuzzFeed recommends Fugitive Waves and Criminal.

<http://nymag.com/daily/intelligencer/2014/10/whats-behind-the-great-podcast-renaissance.htm>
| New York Magazine on the podcasting renaissance.

<http://www.theatlantic.com/entertainment/archive/2014/10/podcasts-so-good-you-want-to-binge-listen/382055/> The Atlantic binge listen to Love + Radio.

SOCIAL media

Twitter: @radiotopiafm

Facebook: <https://www.facebook.com/Radiotopia.fm>

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